THE SATURDAY EVENING POST

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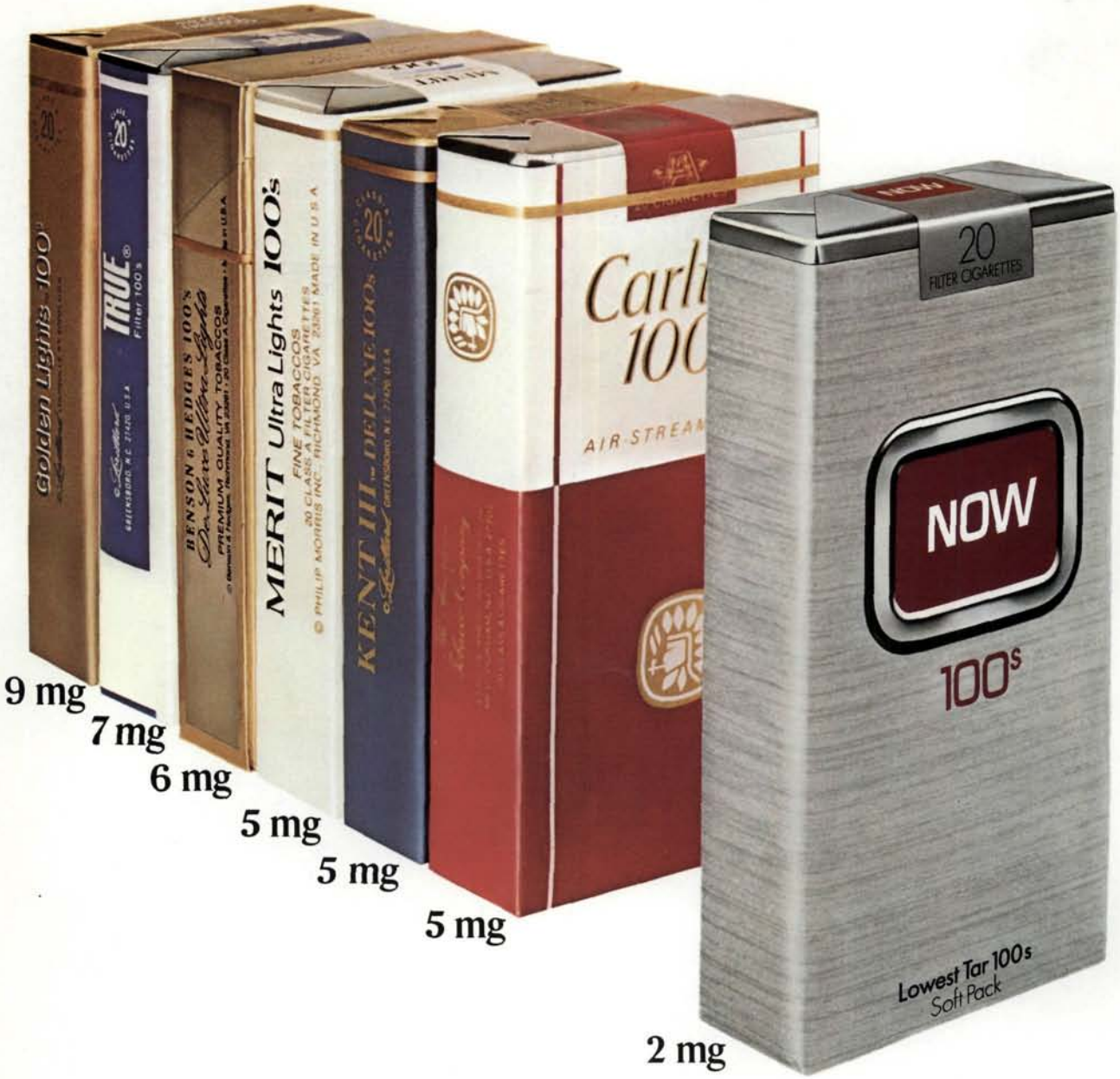

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The house closing.

You haven't felt this nervous or excited since your wedding day. You both know you've made the right choice. But you worry that something will go wrong. Something in the legal papers, maybe.

Documents are flying back and forth. You sign checks so fast your fingers hurt. Suddenly, the room becomes silent. You fear the worst. Then someone shakes your hand and says, "Congratulations! You're homeowners!"

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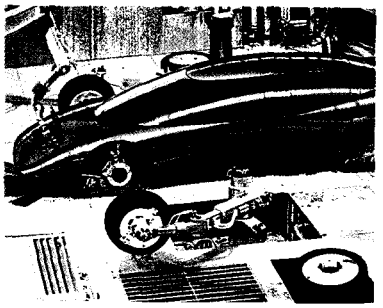

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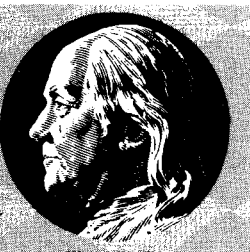

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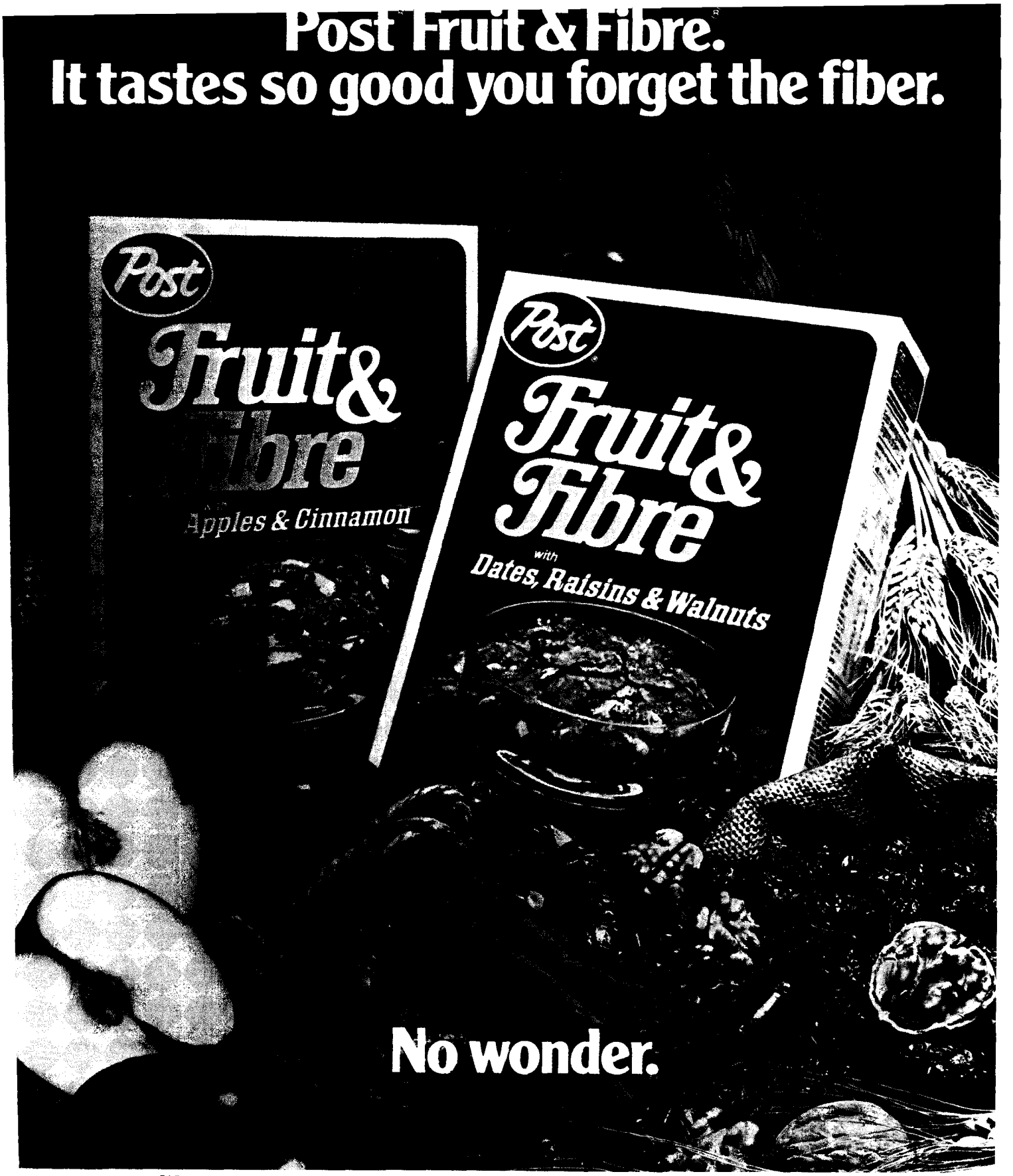

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With all the tempting fruit—dates, raisins and walnuts or apples and cinnamon—it's easy to forget that Post® Fruit & Fibre® cereal also gives you the benefits of fiber.

We all know that fiber is an important part of today's healthier lifestyle. So we make our crispy flakes with extra fiber. And that means you get more goodness in every delicious spoonful of Fruit & Fibre.®

So go ahead and enjoy the fruit. But try not to forget the fiber.

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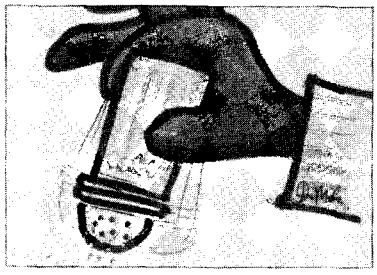

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Letters

Did Critic Also Err?

In the letters section of *SatEvePost* for July/August '83, reader Nathaniel Pulver, M.D., pointed out a misspelling of the word *yolks*. Did not the doctor also err when he wrote, "This offended *we*" instead of "This offended *us*"?

Us is called for here because the objective case form is needed. However, *we* would be correct if used as the subject of the sentence, thus: *We* Midwestern fokes. . . . The nominative—sometime called subjective—case is used when the pronoun is the subject of a verb.

This type of error is made more often by college graduates than by high school dropouts.

We greatly appreciate your good magazine.

L.H. Simerl
Urbana, Illinois

The Diet Works

I am responding to the intriguing article published in your May/June '83 issue titled "An Arthritis Diet That Worked for Me," by Willie McCovey, Mrs. Sally Bigger and Richard Newman. As I myself am an arthritic at the age of 28, I began Dr. Dong's diet they so wonderfully advocated. It has been three months, and there definitely is a vast improvement that not only I can feel, but also my family can see by the positive physical movements and improved appearance. I would like to commend you on such articles, as I felt there was no hope for me before this time. Consequently, I am very interested in contacting Mrs. Sally Bigger in Columbus, Ohio, as I live in Cincinnati and would like to correspond with her as to her progress and so forth. Would you please send me her complete address as soon as possible—it will be much appreciated.

Again, thank you for the address and for printing such a quality publication.

Mary Babyak
Cincinnati, Ohio

We've told Sally Bigger about you and we're sending your letter on to her. She'll be in touch with you. Anyone else wishing to reach her should write to the Post.

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EDITORIAL
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Buick's Little Limousine welcomes you.

The Buick Skylark may be somewhat smaller than the traditional limousine, but it has some of the nicer attributes of the traditional limousine.

Its styling is neat, clean, almost classic.

More importantly, Skylark offers a rare combination of practical packaging, front-wheel drive–and many luxuries normally found in larger automobiles.

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It's the Limousine for people who do their own driving.

Official Car of the XXIIIrd Olympiad Los Angeles 1984

BUICK

Wouldn't you really rather have a Buick?

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By Gum

My compliments to you on your recent article, "How to Keep Your Teeth," in the *Post*; the article on diverticulosis by Dr. SerVaas was excellent, also.

The use of Arm and Hammer® baking soda as a dentifrice, periodontal packing and oral lavage is not exactly new, of course (it is really a pretty well played-out tactic), but is appreciated for whatever value obtains, nevertheless. My purpose in writing you is to urge that, in your next dental article, you emphasize brushing after meals, brushing immediately after eating, etc. Without some care following mealtime, all the debris does its dirty work in 10 to 30 minutes, and the patient does little in the way of prevention at bedtime.

In the 35 years I've practiced in Jacksonville, Florida, Arm & Hammer® baking soda has consistently printed the words, "Brush after each meal," on the back of their product's container, which shows the farsightedness of the manufacturer. Would that we all be so farsighted!

Thank you again for your interest in dental care and health measures.

Mark L. Bramlett, D.M.D.
Jacksonville, Florida

I went for my last cavity to be filled back in March of 1947 while I was stationed in Korea. At that time the dentist recommended to me that I use baking soda and hydrogen peroxide to clean my teeth. It was not until I returned to the states that I began to use the Water Pik® method, and it has proved very successful for me.

Laura Snyder
Dunedin, Florida

Moral Memos

Let me congratulate you on the wholesome quality of *The Saturday Evening Post*, which will do much to get our country back on the moral, self-discipline and individual-responsibility standards that made our society great and "safe" for about a century.

Especially helpful in the current issue is the one on "How Crime Was Arrested."

Keep up the good work!

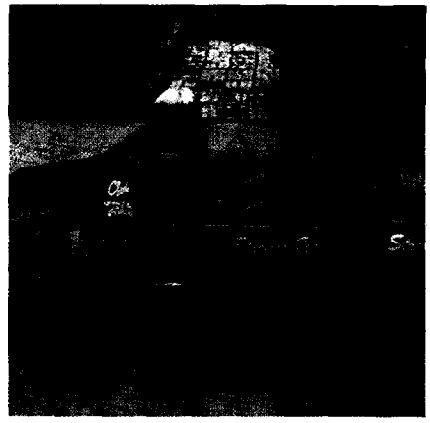
Homer Surbeck
Atherton, California

I have just finished reading my third issue of *The Saturday Evening Post*. Not once in any issue was the Lord's name taken in vain, no dissertation on sex and none of the usual four-letter words so frequently used in the stories and conversations today. *How refreshing!* Thanks for a great magazine.

Charlotte Sorenson
Phoenix, Arizona

Hazelnut

Enclosed you will find a picture of our eleven-year-old son, Jeffrey Boggs, in the mini-car he won on the Fourth of July, thanks to you, *The Saturday Evening Post* magazine!



The essence of the TV trivia question he answered on Channel 11's (WXIA-Atlanta) noon news was: Remembering the TV series Hazel the Maid, what magazine currently uses "Hazel" as a cartoon feature?

Of course, the answer was *The Saturday Evening Post*, and Jeffrey knew it, since we subscribe and he enjoys reading it.

The mini-car is a replica of Burt Reynold's "Chicken Pit" car used in his current movie, *Stroker Ace*. It was offered as the prize by WXIA on two previous weekdays, asking different questions. Our whole family was thrilled for him to win the car. You might enjoy knowing that your magazine contributed to his knowledge of the correct answer.

Mrs. Bruce Boggs
Roswell, Georgia

Reading Art's

After reading "Leading a Balanced Life" by Art Williams, my total reaction is that it should be on the required reading list of everyone in every high school in our country.

Dorothy Cornwall
Grove, Oklahoma

More Church and State

Congratulations on printing the article by D. Elton Trueblood in your July/August '83 issue, "Church and State: The Myth of Separation."

A good follow-up would be a printing of Solzhenitsyn's acceptance of the Templeton Award in Great Britain.

In today's world where the battle for men's minds centers primarily in the conflict between two major governing ideologies, one for freedom, one against freedom, a quote from that address is vital to remember: "Evil makes its home in the individual human heart before it enters a political system."

That goes for any system. . .including ours. It is up to each of us to keep evil out of our hearts, collectively to keep it out of our system and to resist those who would try to impose it on us by reaffirming our acknowledgement and worship of God . . .under our canopy of freedom.

Daniel C. Ost
Pottsville, Pennsylvania

Lysine

I watched the "700 Club" recently and I was amazed at your report on lysine. I am a chronic herpes victim. I started taking lysine two months ago. I ran out for about a week, guess what? I broke out with a blister. I ran to my grocery store, bought some yogurt and downed three lysine pills. I took them three times a day, and my blister is about gone. They usually hang on for a good three weeks, but this one, six days now and it's about gone. I am convinced lysine works.

I used to get these horrible things sometimes two times a month. I mean I was hardly ever without a big blister on my mouth, nose, etc. I have been getting them since I was 13. I am now 35. It seems as though when my nerves get bad I get really bad attacks. I love chocolate, coffee and nuts. I eat these things like there is no tomorrow, but the whole time I took lysine I did not break out until I ran out of the lysine. I want to thank you so much.

Also I ran out and bought *The Saturday Evening Post* and am sending in for a subscription. I don't want to miss a word you have to say. God bless you.

Linda Orbin
Springdale, Pennsylvania

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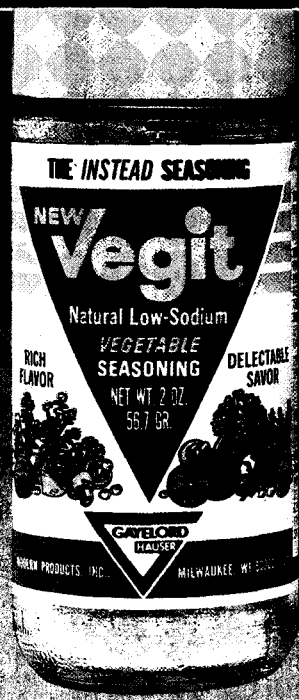
IMPORTANT FACTS

YOU SHOULD KNOW ABOUT LOW-SODIUM SEASONERS



...ing nutritional yeast grown on blackstrap ... Vitamin B complex and protein content, fresh ... dried onion, and papain enzymes to aid ... fresh dried parsley flakes, ... flakes, lemon peel ... hydrolyzed ...

... in which it is packed: either ... plastic bottles can. After all, ... foods, not synthetic ones!

For the last 60 years, Gaylord ... has dedicated his life to ... to uphold ... compromise. So, the next ...

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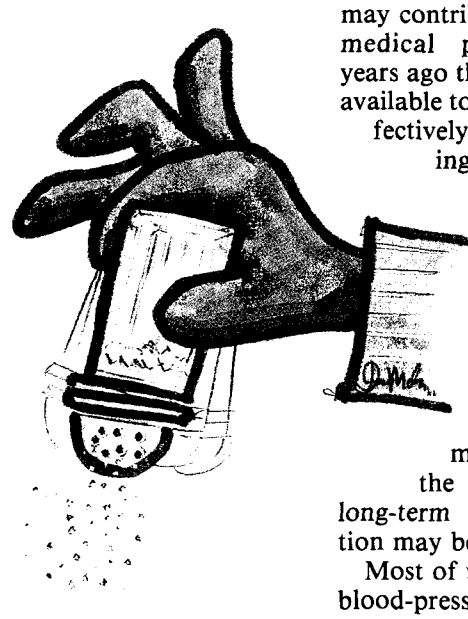
SAYING "NO" TO SALT...

and "yes" to potassium, may be the best way to keep your blood pressure under control.

by Myron H. Weinberger, M.D.



One out of every four Americans has developed or will develop high blood pressure. Unfortunately, high blood pressure is a term familiar to most people but not well understood. Blood pressure is simply the pressure that develops within the blood vessels by the force of blood pushed out from the heart with each beat. Hypertension, the medical term for high blood pressure, refers to a level of blood pressure that, when sustained for a long time, damages the blood vessels and the heart. This damaging level varies among individuals.

A stroke is a common complication of high blood pressure and results from brain-cell death, caused by blood escaping from damaged blood vessels. Depending on the area of the brain involved, a weakness or paralysis of one side of the body, an inability to speak or even death may result. High blood pressure can damage blood vessels elsewhere in the body, causing an aneurysm (kidney or heart failure) or a heart attack. As the blood pressure increases, it places a greater load on the heart each time it contracts. Over time this problem can lead to enlargement of the heart and eventually failure of its ability to pump blood effectively throughout the body. Fluid then backs up in the lungs, leading to shortness of breath, and accumulates in the tissues, particularly in the feet. Medically, this condition is called congestive heart failure.

The damage from high blood pressure does not occur suddenly. It takes some time before the damage to the blood vessels and the heart becomes apparent. High blood pressure is frequently called the "Silent Killer," because there are no symptoms when blood pressure is elevated. In fact, symptoms only develop after the damage has been done. The levels of blood-pressure elevation required to cause damage are not the same for all individuals. Some people have inherently weak blood-vessel walls, while others are better able to withstand high pressures in their blood vessels without such damage.

Most of our information about blood-pressure damage levels comes from the life-insurance industry. Information accumulated by life-insurance companies indicates that people do not have a normal life span when blood pressure exceeds 140/90 for a long period. If a 35-year-old has untreated high blood pressure, he will lose 15 years from his life expectancy. Thus, the current emphasis has been on detecting these unrecognized elevations of blood pressure, reducing them to normal and preventing shortened life spans.

In the past 15 years the medical community has learned a great deal about the benefits of lowering blood pressure. We now know that much milder elevations of blood pressure may contribute to a wide variety of medical problems. Twenty-five years ago there were no medications available to lower blood pressure effectively. Today an ever increasing number of medications can be used. However, as with any medication, side effects can occur. For this reason, the medical profession is currently taking a fresh look at medication alternatives for people with mild hypertension, since the side effects and cost of long-term treatment with medication may be undesirable.

Most of us have had one or more blood-pressure measurements. The test is very simple: The physician places a stethoscope over the artery in the elbow to listen for the heartbeat as the pressure is slowly reduced. The number on the gauge when the heartbeat is first heard is the upper number (*systolic* blood pressure). The number when the sound disappears as the pressure is reduced is the lower number (*diastolic* blood pressure). Frequent blood-pressure measurements are the best way to detect elevated blood pressure. Age and other factors, such as race, a family history of high blood pressure, blood-vessel or heart diseases, kidney disease or diabetes, increase the susceptibility to high blood pressure or to heart or blood vessel damage. Blood pressure should be measured at least once a year if the individual is under the age of 40 and has no risk factors. It should be taken more often for those either over 40 or subject to the above risk factors—especially if a reading greater than 140/90 has been recorded on any previous measurements.

Today, blood pressure is usually taken whenever a patient visits his physician's office or a hospital. In addition, there are automated machines that can take blood pressure. Many are located in public places such as drugstores, airports and shopping malls. The readings obtained from these public blood-pressure measuring devices are a valuable way of checking the blood pressure—if they are accurate. For many people, the purchase of a rela-

continued on following page

Editor's Note: A noted expert in the field of cardiovascular research, Dr. Myron H. Weinberger is director of the Hypertension Research Center and a professor in the Department of Medicine at the Indiana University School of Medicine. Dr. Weinberger's writings have appeared in many major medical and scientific journals. He is a consultant and frequent contributor to the Post.

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Announcing the very first vase by the world's foremost living bird artist!

BLUEBIRDS

by

Roger Tory Peterson

A serially-numbered private edition produced exclusively for the Danbury Mint by world-renowned Kaiser Porcelain

Roger Tory Peterson is the greatest bird artist since John James Audubon. Millions of bird lovers have taken to the woodlands with his famous *Field Guides* in hand. Collectors compete for the privilege of owning his original paintings and his fine art prints command premium prices.

A milestone event in collecting history!

Incredibly, Peterson's art has never before appeared on a collector vase. This is especially surprising when you consider that birds have traditionally been the most popular subjects of all on fine collector vases. Now, the art of Roger Tory Peterson will be immortalized for all time on fine porcelain – *the first Roger Tory Peterson bird vase ever to be issued!*

As a registered owner of *Bluebirds,* you will have the opportunity – but *not* the obligation – to acquire any subsequent Roger Tory Peterson bird vases issued by the Danbury Mint.

Art that may never be surpassed!

Notice the lifelike positions and colors – the glorious wingspread of the male bluebird, soaring in flight – the more subdued, but no less beautiful, plumage of the female. Peterson's birds seem so immediately alive and alert that your very thoughts take wing!

Each vase will be produced by world-renowned Kaiser Porcelain.

Bluebirds, by Roger Tory Peterson, will be crafted exclusively for the Danbury Mint in West Germany by world-renowned Kaiser Porcelain. The vase will not be available in galleries or stores, anywhere in the world!

Each vase will be trimmed with *two* bands of precious 24kt gold.

Peterson's original art will be featured on both sides of the vase. Each vase will be hand-decorated at the base and the crown with a band of precious 24kt gold, and a custom-made wood stand will be furnished at no additional charge. The bottom of the vase will bear the hallmark of the Danbury Mint, the insignia of Kaiser Porcelain, the name of the work, and the signature of Roger Tory Peterson, all reproduced in gold. And each vase will be serially-numbered.

Affordably priced and convenient to acquire.

Bluebirds will be a *full-size* collector's vase – 11" high. Vases of comparable quality, by lesser-known artists (or even anonymous artists), are being offered elsewhere for up to $120. But this Roger Tory Peterson vase will have an issue price of just $105 – payable in three monthly installments of $35 each. *To reserve your vase, send no money now.* Simply complete the reservation application and return it to the Danbury Mint.

Vase shown smaller than actual size of 11" high.

© MBI

Reservation Application

X69

BLUEBIRDS

by

Roger Tory Peterson

The Danbury Mint
47 Richards Avenue
Norwalk, Conn. 06856

For production planning purposes, please return by January 31, 1984.

Please accept my reservation for *Bluebirds* by Roger Tory Peterson, a full-size collector vase trimmed with two bands of 24kt gold and serially-numbered. A custom-made wood stand will be sent at no additional charge. I understand I need send no money now. I will be billed for the vase in three monthly installments of $35 each.

Name _____
PLEASE PRINT CLEARLY

Address _____

City _____ State _____ Zip _____

☐ Check if you want each installment charged to your: ☐ MasterCard ☐ VISA

Credit Card No. _____ Expiration Date _____

Signature _____

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tively inexpensive blood-pressure cuff (sphygmomanometer) and stethoscope, or an automated electronic blood-pressure machine that does not require use of a stethoscope, can be an effective way of frequently measuring blood pressure. It is important that the machine used is accurate, that the cuff is the right size for the person's arm and that the individual be properly trained to take his own blood pressure.

Blood pressure can change with every heartbeat and with an individual's activities. In fact, blood-pressure changes of 50 points in the course of the day are not unusual and can be considered normal. At times when people are resting or sleeping, blood pressures tend to be lowest. When they are active, busy, angry, hurried or nervous, their blood pressures are higher. However, these last characteristics do not CAUSE high blood pressure. A single elevated blood-pressure reading is usually insufficient to diagnose high blood pressure. Only a physician with comprehensive knowledge of the patient and of medicine can make that determination. For some people with tendencies to have high blood pressures or with strong family histories of high blood pressures or heart diseases, the ability to check their own blood pressures over time may be of benefit to their physicians in determining when and how their blood-pressure conditions should be treated. Many physicians who have decided to treat a patient with medication can gain valuable information from blood-pressure readings obtained away from the physician's office environment—again, if they are accurate. In addition, if you are taking blood-pressure medicine and obtain normal blood-pressure readings, it is important to continue to take your medicine. Otherwise, the blood pressure will rise to dangerous levels again.

The diagnosis of high blood pressure and its treatment is a medical decision made only by a physician. It is dependent on many factors other than the blood pressure alone. Don't use your own blood-pressure measurement to modify or take the place of a physician's judgment. If blood-pressure measurements taken at different times of the day or after a variety of activities show more readings above 140/90 than below, it may be appropriate to consider ways of lowering blood pressure.

Most physicians now believe that, depending on the age of the patient, a blood pressure greater than 160/95 should definitely be treated. According to new information, the old belief that blood pressure is the number 100 plus your age, that is, 165 (systolic) if you are 65 years old, is not correct. In fact, high blood pressure is most common in people over the age of 60 and is the leading cause of death from stroke and heart disease in this age group.

There are many ways to treat high blood pressure. Some of these have been proven to be effective, while others have not. We know that high blood pressure is not caused by nervousness, anxiety or emotional tension. Therefore, tranquilizing drugs rarely have any beneficial effect in reducing elevated blood pressure.

"We now know that high blood pressure is not caused by nervousness, anxiety or emotional tension."
—Dr. Myron Weinberger

There can be many causes for high blood pressure. Some of these causes are due to abnormalities in the body that can frequently be treated if detected. In addition, there are many factors in the body that can increase blood pressure. Our growing knowledge about these factors has led to an ever increasing array of medications with which to treat high blood pressure.

Because everyone's blood pressure is different, a medication that works for one individual may not be effective in reducing someone else's pressure. A trial period of various medications may be necessary to determine the best treatment for a given individual's blood-pressure problems.

Increasing concern has been expressed about the potential side effects of some medications when used over a long period. Thus, other approaches to the treatment of high blood pressure are attracting more attention. One of these areas has been diet. In societies where salt (sodium) intake is very high, high blood pressure is rampant and a large proportion of the population dies from high-blood-pressure complications such as stroke and congestive heart failure. In contrast, in societies where salt is scarce and the sodium intake is low, high blood pressure and its complications are rarely, if ever, encountered.

This observation prompted research studies at the Hypertension Research Center of the Indiana University School of Medicine to determine how salt affects blood pressure. These studies were extensive and were conducted over a long period. In essence, even normal people's intake of excessive sodium increases the blood pressure significantly. Furthermore, the studies found that certain people are more sensitive to salt. These individuals are the same ones known to be at greater risk to develop high blood pressure: black Americans, individuals over the age of 60 and those with a history of high blood pressure in their families. We also found that when sodium increases blood pressure, another dietary mineral, potassium, is lost. By preventing potassium loss, we are able to partially prevent the blood-pressure elevation, even in the case of high-sodium diets.

These experiments and those conducted by many other scientists have led to concern about the dietary contents of these elements—sodium and potassium. The average American consumes 20 to 40 times more salt than his body needs every day. One reason is the abundant nature of sodium in foods today, due to the increased use of sodium as a preservative and in the processing of foods. Canned foods and prepared meats are especially high in salt. Another major factor is the use of the salt shaker. The excessive use of salt is not necessary for good nutrition and can be minimized or avoided.

Most Americans are not aware of the foods that contribute salt to their diets. Furthermore, one can limit or reduce the intake of sodium in foods by identifying foods natu-

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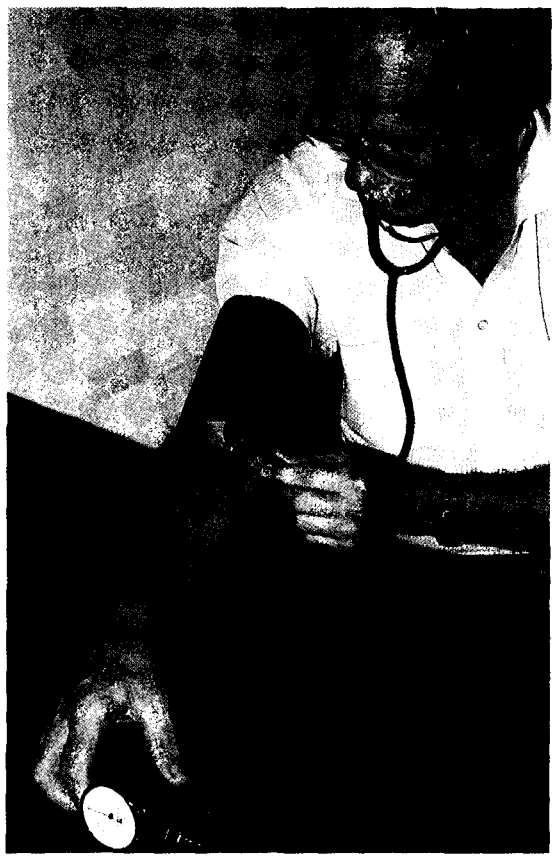
rally high in sodium and avoiding those previously mentioned. Baking soda (sodium bicarbonate), baking powder and salt are major components of breads, cakes, cookies, crackers and pies. Many food manufacturers have accepted the challenge of the Food and Drug Administration to label their products for sodium content and other ingredients. The knowledgeable shopper can then determine the sodium content of the foods being purchased.

Another common source of excess sodium is "fast food." It can be modified in order to minimize the amount of salt taken. For example, a McDonald's "Big Mac" contains about 10 to 12 times the minimum daily requirement for salt. This high salt load can be reduced by leaving off the condiments high in sodium, such as pickles, catsup and mustard, by not salting the sandwich and by removing the cheese slices. Such measures will reduce the sodium content by about half. Substitute flavorings can be added by lettuce, onion and tomato. "Over the counter" medication, particularly antacids, may be a "hidden" source of sodium. Low-sodium products are available.

Many guides can help consumers avoid extra sodium and prepare nutritious, low-sodium meals. Some guides are available free upon request from your local Heart Association office or from the American Heart Association's national headquarters (7320 Greenville Avenue, Dallas, Texas 75231). Several cookbooks are useful in preparing foods low in sodium. One is titled *Cooking Without Your Salt Shaker* ($4, American Heart Association). *Straight Talk About Salt* (Salt Institute, 207 N. Washington, Alexandria, Virginia 22314) is also useful. The gourmet cook may prefer *Craig Claiborne's Gourmet Diet* ($2.95, Valentine Books).

A modestly salt-restricted diet may be all that is necessary to keep mild blood-pressure elevation under control. The need to take medicine for blood pressure might be obviated. Low-sodium diets may also increase the effectiveness of medication or help avoid some side effects. A low-salt diet may maintain normal blood pressure with lower doses or fewer medications than are required when the salt intake is "normal." When blood pressure is difficult to control with medication, salt restriction may normalize blood pressure.



A relatively inexpensive sphygmomanometer (blood-pressure cuff) and stethoscope are all you need to accurately take your own blood-pressure reading.

Salt restriction may also prevent a common side effect of high-blood-pressure medication. For most people with high blood pressure, water pills (diuretics) are an effective way to reduce blood pressure. Diuretics frequently reduce the body's stores of potassium, an effect that has been known to cause additional medical problems.

The process by which diuretics cause potassium loss requires a normal amount of sodium in the diet. By limiting the sodium intake, therefore, the amount of potassium loss can be markedly decreased. This decrease may eliminate the need for potassium-replacement medication, which many patients find undesirable because of taste, side effects, inconvenience or expense. Every patient's situation is different, and these techniques should not be considered without consulting a physician, who can evaluate the need, potential benefit and danger of sodium restriction or potassium replacement.

At the Hypertension Research Center at the Indiana University School of Medicine, we have helped develop a new tool to measure salt intake. A stick used to test the amount of salt in the urine has recently been developed by the Ames Company of Elkhart, Indiana. These sticks, called Saltex®, can be used by a patient or an individual to determine how much salt he has been eating—similar to the way a diabetic checks his urine periodically for sugar. These aids will soon be available in drugstores, but should only be used with the advice and instruction of a physician.

Sodium is not the only dietary component implicated in high blood pressure. Potassium may play a role in influencing blood pressure or the effect of sodium on blood pressure. In societies where sodium intake is low, potassium intake is usually high. Potassium by itself may lower blood pressure. Potassium is present in fresh fruits, green vegetables and other food items usually low in sodium content, unless they are prepared, preserved or canned.

Calcium is another mineral that has gained attention as a dietary factor in blood pressure. Calcium is found in a variety of foods, including dairy foods, milk and cheese. Some studies have shown that people with high blood pressure appear to have a lower level of calcium in their bodies. It is not clear whether this level results from a deficiency of calcium in their diets, or if it results from the medication used in high-blood-pressure treatment.

So, you see, there are many things that you can do to help prevent this "Silent Killer" and its complications. You can have your blood pressure checked often. You may prevent the development of high blood pressure by reducing your sodium intake. And if you do have high blood pressure, a change in your diet may help you to keep it under control.

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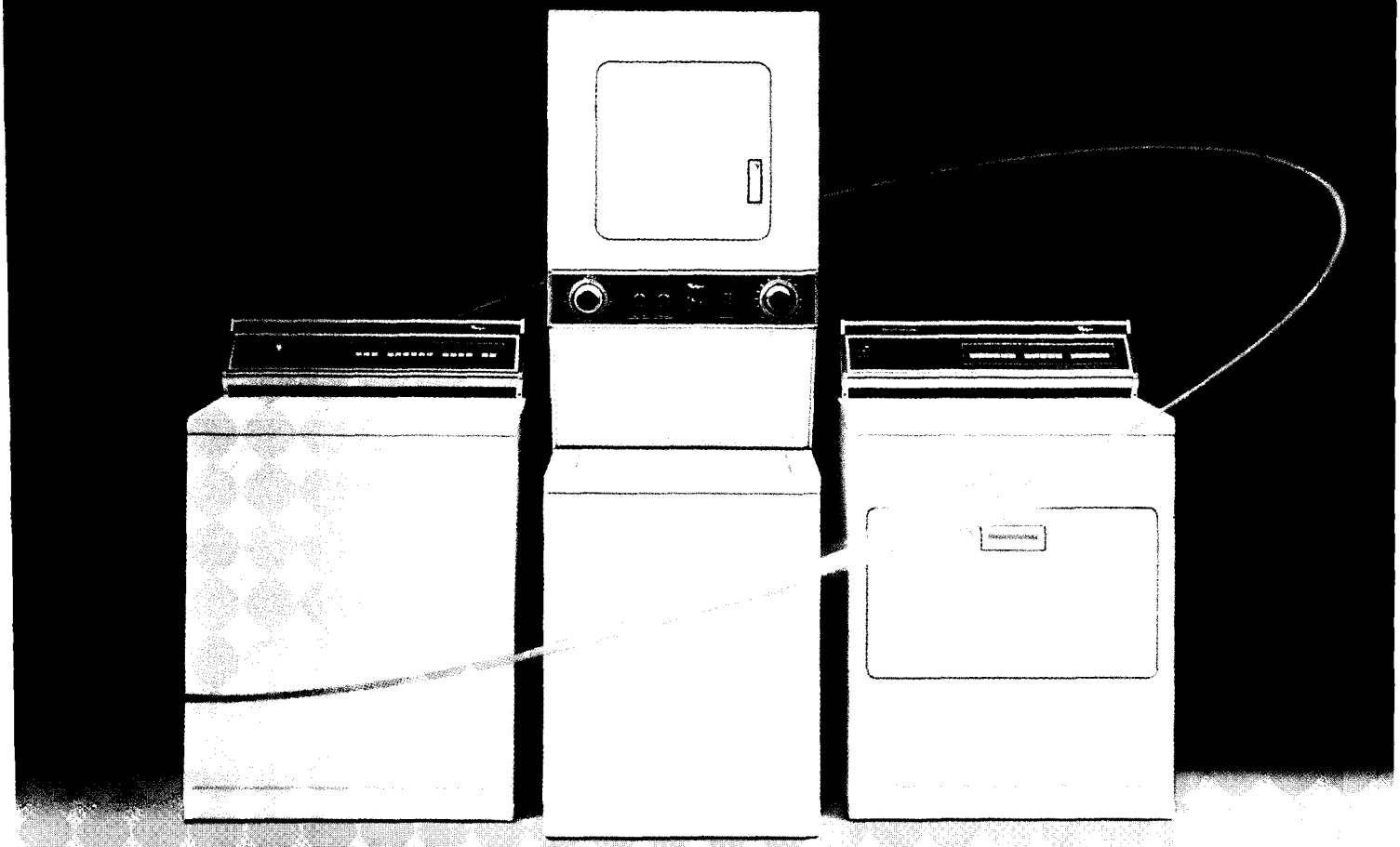

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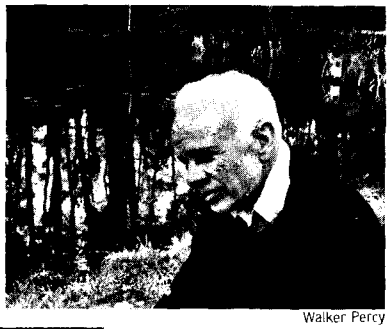


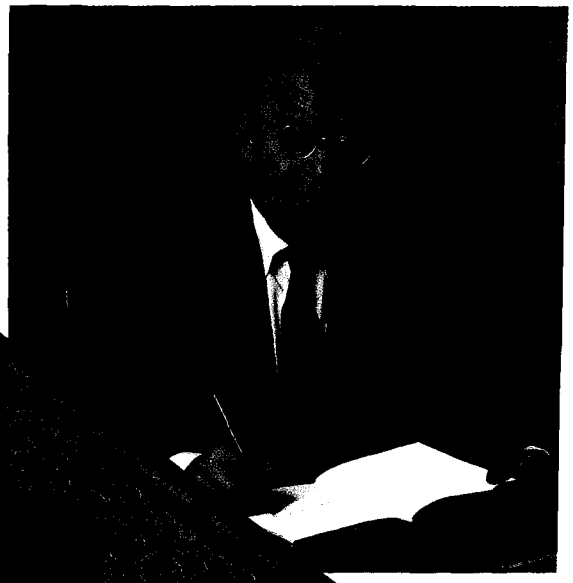
Walker Percy

PHOTO CREDITS: Kurt Vonnegut Jr. by Jill Krementz.

Gore Vidal

William Styron

Kurt Vonnegut Jr.



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Indeed, the authors to be published by the Society in the coming months have accounted for eight Pulitzers and six National Book Awards. There will be a searing new novel by Philip Roth. A fascinating historical study by Louis Auchincloss. A biographical novel by Irving Stone. And eagerly awaited new books by such best-selling authors as Irwin Shaw, Joyce Carol Oates, Walker Percy, Gore Vidal, Arthur Schlesinger Jr., Robert Penn Warren and Kurt Vonnegut Jr.

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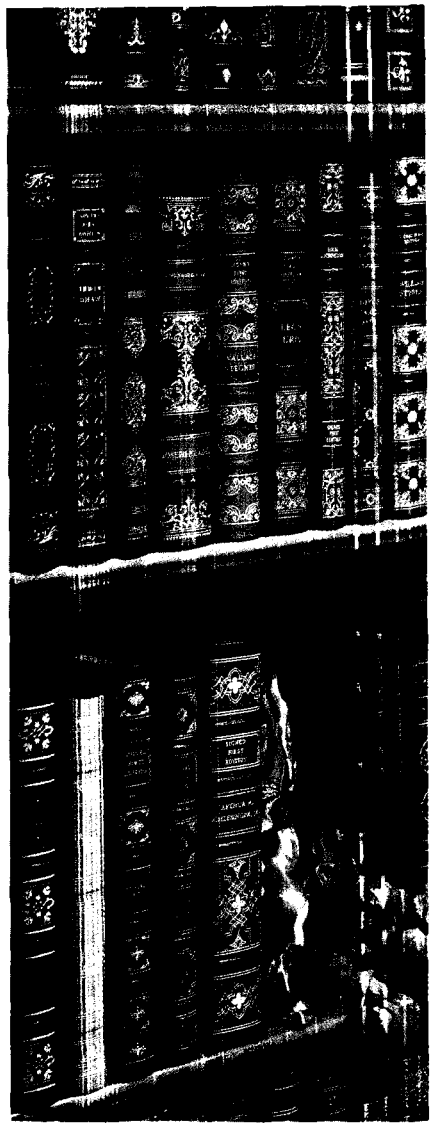

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TAILGATE CUISINE

There's no better way to get your picnic off the ground.

by Sandra Swift

In the old days, the picnic was a low-level affair. No matter how sumptuous the spread, the quilt on the cold ground was always an invitation to uninvited six-legged guests and their relatives.

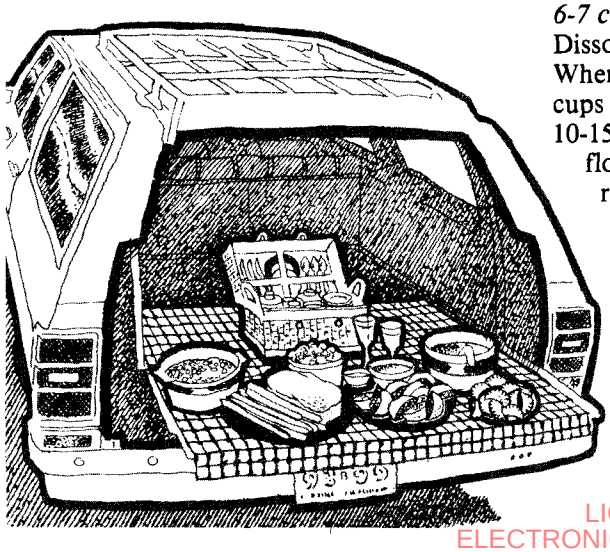
Enter the tailgate, which offers an alternative and uplifting experience for all who like their feasts moveable. Now any place can be turned into a picnic area. You don't even need grass, just a crisp autumn day, a good destination like a football game or just a country spot where the leaves are beginning to turn.

The menu should be simple yet elegant. (Leave those burgers, dogs and chips to those poor souls at ground level.) The refreshing outside air will have already stimulated appetites to overflowing. So feast your eyes, nose and tastebuds on such delectables as the following:

Quick Whole Wheat bread
(Makes 1 loaf)

1 tablespoon whole-wheat flour
1½ teaspoons dried yeast or
½ gram cake compressed yeast
4 cups whole-wheat flour
1 tablespoon polyunsaturated margarine
1½ cups (approx.) lukewarm water

Dissolve a tablespoon whole-wheat flour in lukewarm water, stir into the yeast and leave in a warm place for 10-15 minutes until frothy. In a large bowl, rub the margarine in the flour. Beat the yeast liquid into the flour to form a dough. Turn onto a lightly floured surface and knead by folding the dough toward you, then pushing away with the palm of the hand for about 10 minutes, until firm and elastic. Place the dough in bowl, cover with lightly oiled polythene and leave to rise until double in size (1-1½ hours in a warm place). Turn the dough onto a lightly floured surface and knead for about 2 minutes until firm. Shape to fit a lightly greased 1-pound loaf pan, cover with oiled polythene and leave in a warm place for about 45 minutes until the dough is just rounded over the top of the pan. Heat the oven to 350° F. Bake the loaf for 30-40 minutes until golden brown and sounds hollow if tapped underneath. Cool on a wire tray.



Stuffed Cherry Tomatoes
(Makes 28-30 appetizers)

1 7¾-ounce can Bumble Bee® red salmon
1 3-ounce package cream cheese, softened
½ cup water chestnuts, diced
2 tablespoons mayonnaise
2 tablespoons parsley, chopped
2 teaspoons lemon juice
½ teaspoon dill weed, crumbled
28-30 cherry tomatoes

Drain salmon. Combine all ingredients, except tomatoes, until blended. Cut top off each tomato. Scoop out seeds. Turn upside down to drain. Stuff with salmon mixture.

Pocket (Pita) Bread

1 tablespoon yeast
1 tablespoon honey
2½ cups warm water
1 tablespoon oil
6-7 cups whole-wheat flour

Dissolve yeast and honey in water. When it bubbles, add the oil and 6 cups of flour. Knead the dough for 10-15 minutes. You may add more flour if necessary. Let the dough rise until it doubles in bulk. This will take about an hour. Punch the dough down and divide it into 12-20 equal pieces, depending on how large you want the pitas to be. Roll each piece into a ball and roll it out on a floured surface to about ¼" thick. Place the circles on a greased cookie sheet and let the dough rest for about 30-45 minutes. Heat your oven to 450° F. Just before baking turn the pitas over. Bake the pitas 8-10 minutes. Switch the position of the pans halfway through. The pitas should be puffed in the middle and only slightly browned. To keep them soft, place them inside a paper bag to cool. The recipe is easily halved or doubled.

Vegetable Stew
(Makes 6-8 servings)

1 quart water
1 tablespoon New Vegit® (Gayelord Hauser's® vegetable seasoning without salt)
3 vegetable bouillon cubes
3 fresh, large tomatoes
3 potatoes, unpeeled and cubed
1 green pepper, chopped
2 large carrots, sliced
5 stalks of celery, chopped, with leaves
1 large onion, chopped
½ pound mushrooms, sliced
1½ teaspoons Santay Garlic Magic® (Gayelord Hauser's® combination of French sweet basil, Greek oregano, French marjoram, Spanish thyme and French rosemary)
1 tablespoon parsley flakes
1 tablespoon Tamari® soy sauce
5 ounces V-8® juice

Combine all the ingredients and allow to come to a boil. Cook gently over medium heat until the vegetables are tender but not overdone. Thicken the stew with a combination of 2 tablespoons cornstarch, 1 tablespoon whole-wheat flour and ⅓ cup water. Stir until all the lumps are out. Before adding the thickening to the hot soup, mix some of the hot broth with the cornstarch mixture and add slowly to the hot soup, stirring constantly until the desired thickness is reached. Cook on low heat 10 minutes more and serve.

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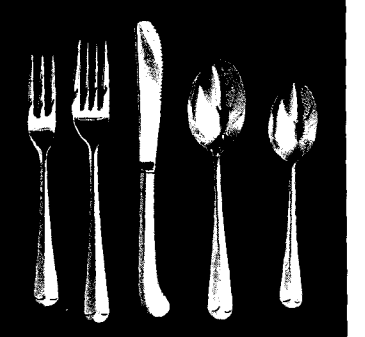

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Tofu Sandwich Spread
(Makes 4 sandwiches)

1 cup tofu (equals ½ pound)
1½ green onions, chopped
2 tablespoons sugar-free mayonnaise
1 tablespoon mild green chili peppers, chopped
¼ cup sunflower seeds
2 teaspoons pickle relish
2 teaspoons Tamari® soy sauce
¼ teaspoon cumin
⅛ teaspoon tumeric
⅛ teaspoon Santay Garlic Magic® (Gayelord Hauser's® garlic powder)

Mash the tofu into small pieces. Add the chopped onion. (Be sure to use both the green and white parts.) Add the remaining ingredients and mix well. Serve on whole-wheat bread spread with mayonnaise. Sprouts or lettuce make a good accompaniment.

Hot Mulled Cider

½ gallon apple cider
1 orange, sliced thin
1 lemon, sliced thin
2 cinnamon sticks
2 tablespoons whole cloves
⅛ cup lemon juice

Heat the cider. Add the orange and lemon slices that have been inserted along with whole cloves. Add the cinnamon sticks and lemon juice and simmer over very low heat for several hours. Pour into a wide-mouth thermos and serve with a slice of orange.

Gazpacho Soup
(Makes 6 servings)

5 large, ripe tomatoes, peeled, seeded, coarsely chopped
1 medium-sized white onion, coarsely chopped
1 clove garlic, cut in half
2 cups cold beef bouillon
2 tablespoons olive oil
2 tablespoons wine vinegar
¼ teaspoon black pepper
¼ teaspoon paprika
4 ounces dry sherry
½ cup fine bread crumbs
1 cup cucumber, finely chopped
1 cup white onion, finely chopped
1 bowl garlic croutons

Combine all the ingredients through paprika. Refrigerate for 2 hours. Pour into a blender jar and blend for 1½ minutes. Pour into a bowl and stir in the sherry and bread crumbs. Ladle the soup into chilled bowls: Add one ice cube to each bowl. Place the chopped cucumbers, peppers, onion and croutons in separate bowls on the table and encourage your guests to add their own selections to the soup.

Dutch Hot-Pot
(Makes 4 servings)

¾ cup red kidney beans, soaked
2¾ cups potatoes, cubed
2 medium-sized carrots, cubed
2 medium-sized onions, sliced
1 large baking apple, cored and sliced
2 tablespoons whole-wheat flour seasoning
2 tablespoons green peppers, chopped
2 tablespoons parsley, chopped
1 tablespoon Dijon mustard

Boil the beans rapidly for 10 minutes, lower the heat and simmer for another 20 minutes. Add the vegetables, make up the water to about 2½ cups and cook, tightly covered, for 30-40 minutes until the vegetables are tender but not soft. Blend the flour with a little cold water, stir in a little of the boiling vegetable liquid, then stir into the vegetables. Sprinkle peppers and chopped parsley over the top, and serve hot.

Prune Fruit Cake
(Makes 8-12 servings)

2 cups whole-wheat flour, unsifted
1 teaspoon baking powder
1 teaspoon cinnamon
⅛ teaspoon cloves, ground
1 cup prunes, pureed
¼ cup safflower oil
1 cup low-fat milk
1 whole egg plus 2 egg whites, beaten
1 teaspoon vanilla extract
1 cup walnuts, chopped

Preheat oven to 350° F. In a large mixing bowl, combine all the ingredients except walnuts. Set mixer for medium speed and mix,scraping the sides until smooth and creamy. Add walnuts and pour into coated bundt pan. Bake for 1¼ hours. Cool cake on a wire rack. Top with sugar-free blackberry-prune jam.

Blackberry-Prune Jam

12 ounces pitted prunes
1 quart frozen blackberries

Blend prunes in a blender with the blackberry juice. Combine whole blackberries and prune-juice mixture in a kettle. Cook over low heat until thick enough to hold a spoonful on top. Cool the jam and use as a topping for prune fruit cake.

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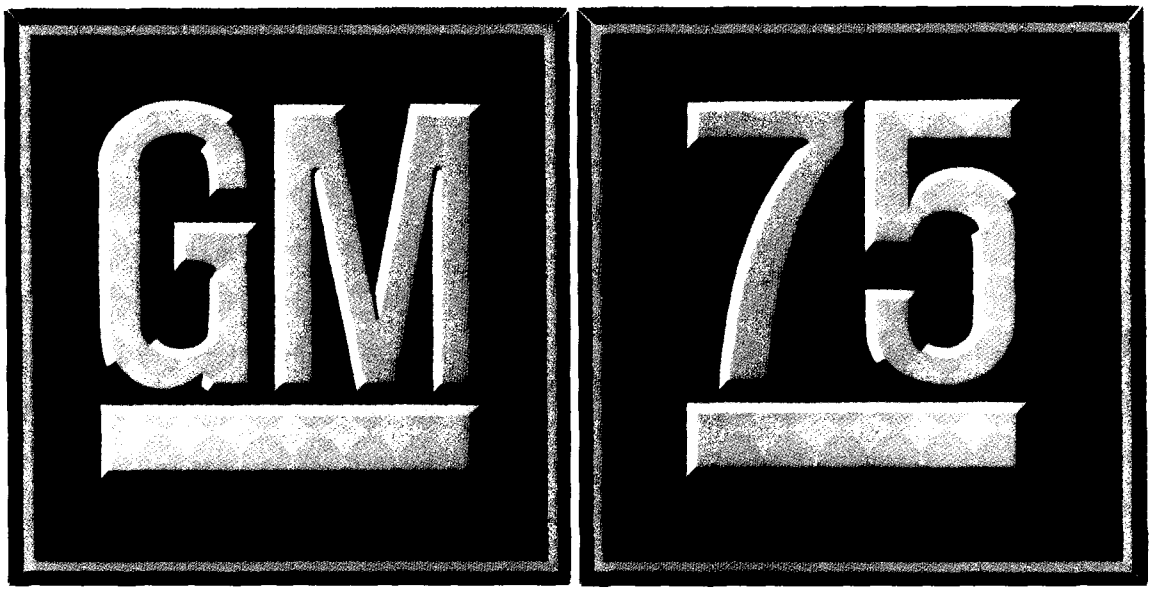

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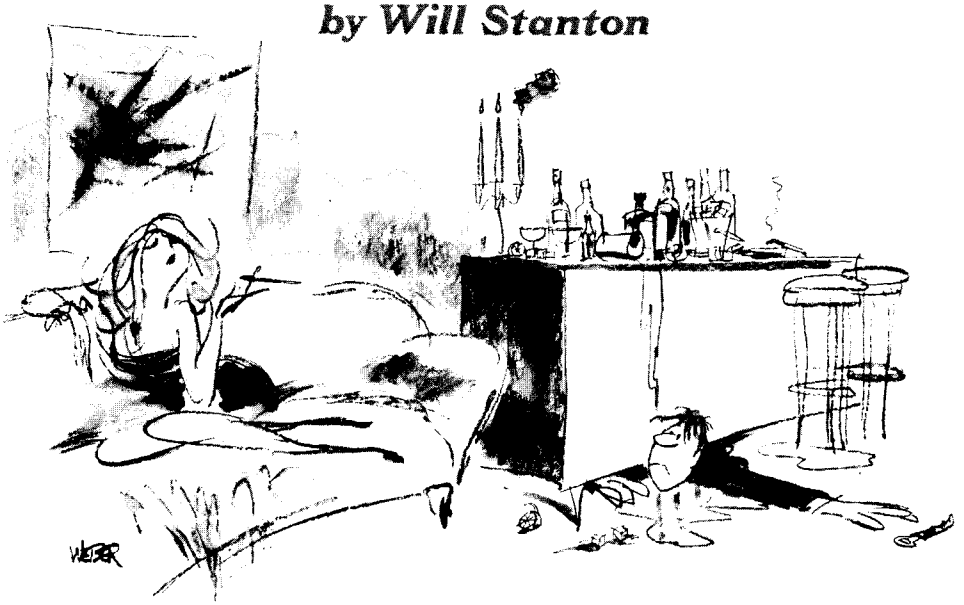
REAL GIRLS ASK FOR MINT FRAPPÉS

. . .And real men don't have to pry ice cubes out of the tray or go looking for a bottle opener. . .

by Will Stanton



The girl on television has just learned that her lover has found another woman. She sits at the supper table staring dumbly ahead.

"Ruthie," her mother says, "you haven't touched your supper. What's the matter?"

"Nothing, mamma," she says tonelessly, "I guess I'm just not hungry."

This is probably the most unshakable conviction to be found on television. A girl who is suffering from unrequited love just isn't hungry.

This is balderdash. In my younger days, I frequently went out with girls who had just been jilted by somebody or other, and they ate like wolves.

I guess that's what bothers me most about television dramas—not the major improbabilities, but the fact that they're so out of touch with reality in small matters. I have no trouble accepting a hero who stows away on a rocket or escapes from a burning sampan, but how can you identify with a man who can always find a place to park his automobile?

There is no respiratory problem on television. Go to a concert, and at any given moment one person out of three will be coughing. On television the only person who coughs is the young composer. "Light the candle, Maria," he says, "it's growing dark." Between coughs you can hear the sound of violins. I guess it's sort of like a concert at that.

Americans use up 7.5 million boxes of tissues a day, but nobody on television blows his nose. The only time you see a handkerchief is at a funeral. The old lady has it clutched in her withered hand. "My bambino," she sobs.

The scene where the hero fixes the girl a drink always annoys me. All she ever wants is a little brandy and not a creme-de-menthe frappé or a Singapore Sling, which is what women usually want me to mix for them. The man sloshes brandy into a couple of glasses, and he and the girl are getting cozy on the couch, while I would still be looking for the bottle opener. He doesn't have to pry ice cubes out of the tray, find a lemon, find a knife, find something to wipe his hands on, try to remember what he did with the jigger and try to remember which glass is which. I remind myself that it isn't real brandy they're drinking, but it doesn't help.

Young lovers have plenty of problems on television, but they also get their share of the breaks. Hand in hand they romp through the woodland in a kind of Swan Lake canter, and when the mood for dalliance strikes them, they flop down wherever they happen to be. There are no rocks, burrs, roots or thorns. As far as they're concerned, the whole forest was put out by Beautyrest®. They don't even get bitten by mosquitoes.

The hero of the crime shows gets some breaks too. When he tells the cab driver to follow that car, for instance, he never has any trouble finding a cab. Like the parking place, it's always there when he needs it. The driver never gives him an argument. He never says, "Which car?" or, "Are you outta your mind?" Nothing like that. He steps on the gas, and off they go. Along the avenue, down an alley, through a tunnel, onto a ferryboat, and there they are, still on the felon's tail. I was at the shopping center the other day trying to find out how to get to a certain place. A fellow told me he was driving right by it, so I should follow him. He was driving a red station wagon with a toboggan on the luggage rack. I lost him before I got out of the parking lot.

Then there's the girl agent. She's sitting across from her partner in a restaurant booth. Looking around to make sure she's unobserved, she dips her hand in her purse and passes him the microfilm. It makes you wonder if anyone in television has ever watched a real woman try to find something in a real purse. It takes an average of 40 seconds to find her sunglasses, 2 minutes for the car keys and 3½ for a lipstick. A piece of microfilm would be lost forever.

People on television never forget anything. Or hardly ever. Sometimes they can't remember who they are, but they don't forget anything else. The man picks up the phone and a voice says, "Go out to 17094 West 186th Street Apartment 27C and ask for Luther R. Tarasovek. Tell him to find out where Harley Ostendorf was January 18, 1953, between 8:30 and 9:45."

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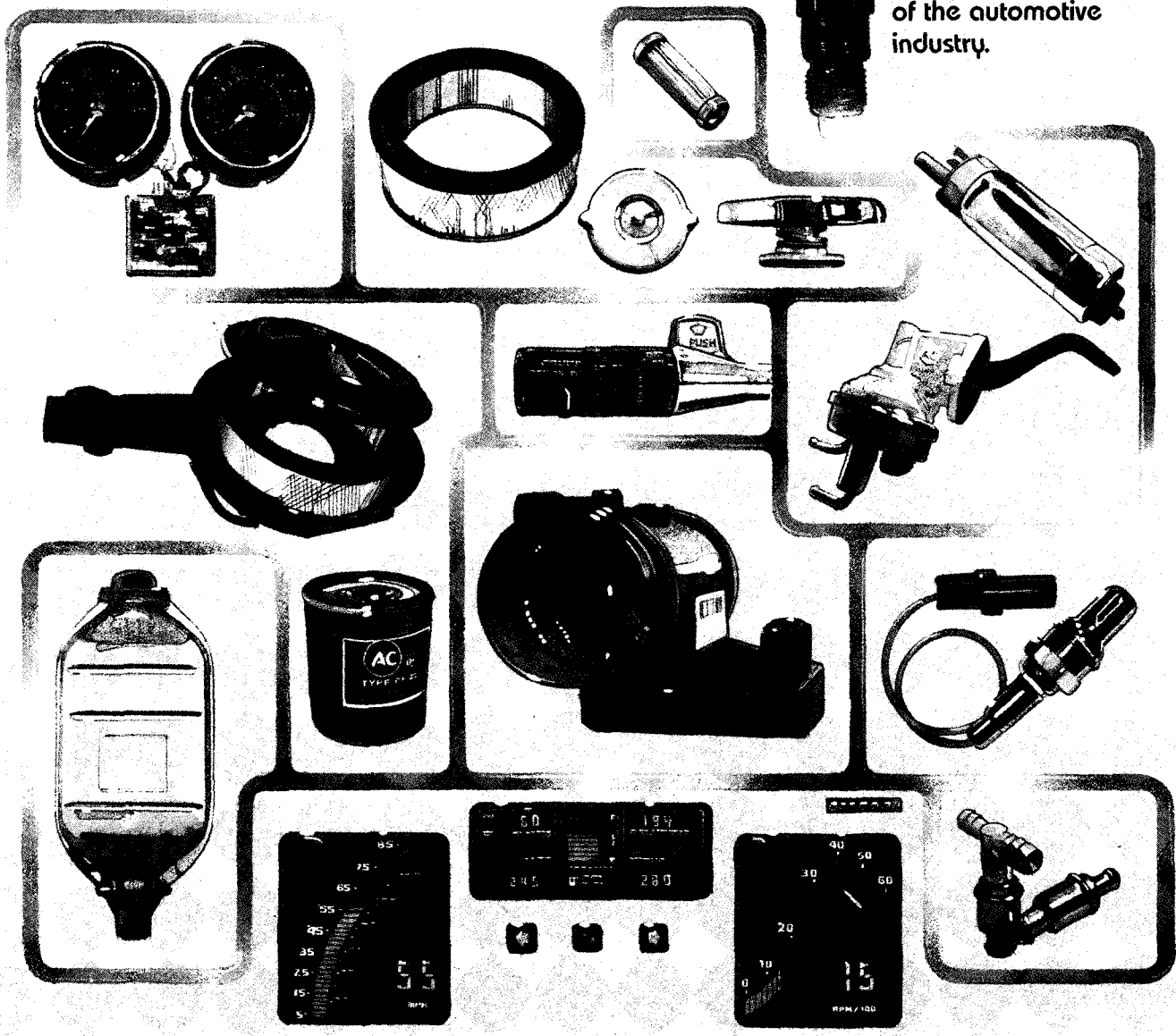

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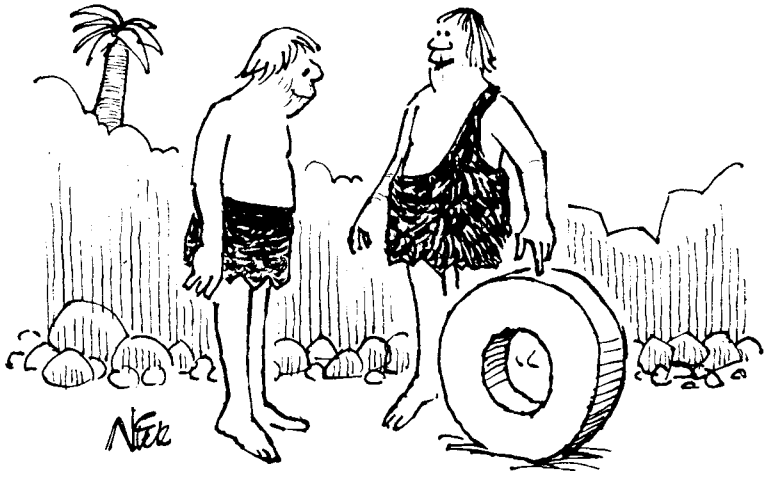
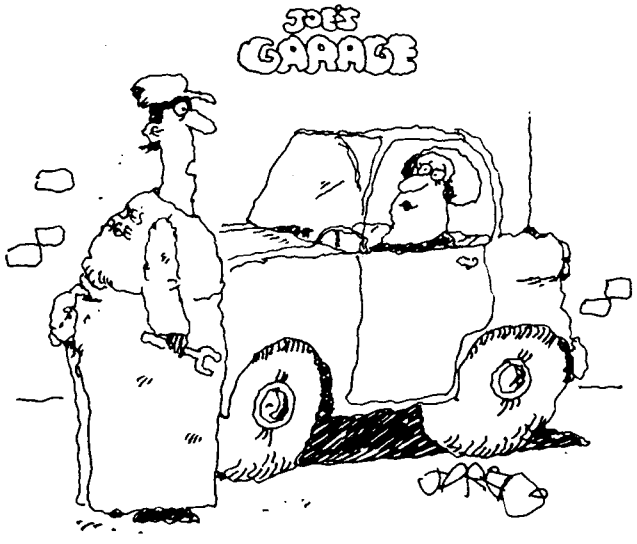
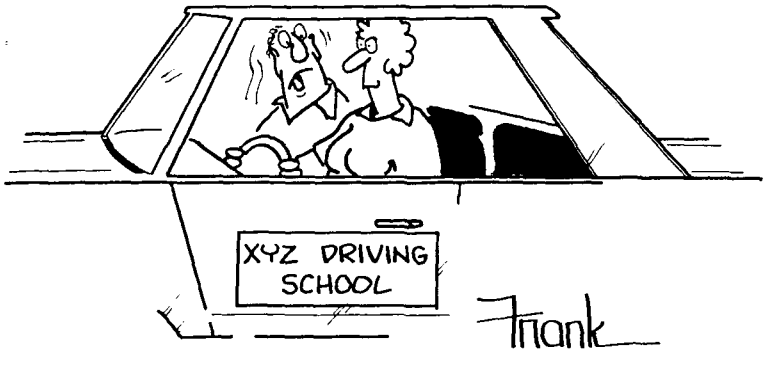
DRIVEWAYS



"First fire, now this neat stone—I'm going to call it a firestone."



"You say it makes a high-pitched squeal when you turn corners?"



"Must you start each driving lesson with 'Bring on the enemy'?"

"Right," he says and hangs up.

And they always have the right change. The man goes into the phone booth, reaches in his pocket and comes up with a dime between his thumb and finger. Try it. The first time you'll get a penny, then a nickel, then another penny. The only way you can do it is to bring out all the change in your pocket.

With telephones, television has a technique all its own. When somebody makes a call, there are two rings, and the other party answers. If they want to show there's nobody home, it rings four times, and the caller hangs up. At the other end of the line it works the other way. The fellow is just leaving the girl's apartment as the phone rings.

"I hate to leave you like this," he says.

"We've been through all this before," she says. "There's no point in dragging it up again." The phone is still ringing.

"Well," he says——

"It's better this way," she says. "What's done is done."

Everybody in the audience is on the edge of his chair—the phone, for God's sake—answer the phone!

He says good-bye. She says good-bye. She closes the door, turns around and leans back against it. The phone rings. She starts toward it, stops to adjust a picture, stops at the fruit bowl, eats a couple of grapes, picks up the phone. "Yes?" she says. "Oh, hello, Ford. I was wondering if you'd call."

People complain that there's nothing new on television, but I keep having this dream: I turn on the set, and there's this couple—the husband is reading the paper. He has a popcorn hull caught between his teeth. He can't get it out. The wife swats a fly on the front of the television. She asks if there's anything interesting in the paper. He says no. A light bulb burns out. He goes to the medicine cabinet for some dental floss. The bathroom has all the standard fixtures. He asks her where the light bulbs are. She says there aren't any. She has a mosquito bite. She gets up to scratch it.

That's about it. Not very exciting, maybe, but I want to know what happens to them, because they're real people. Their problems are my problems. They're my people, and I care about them.

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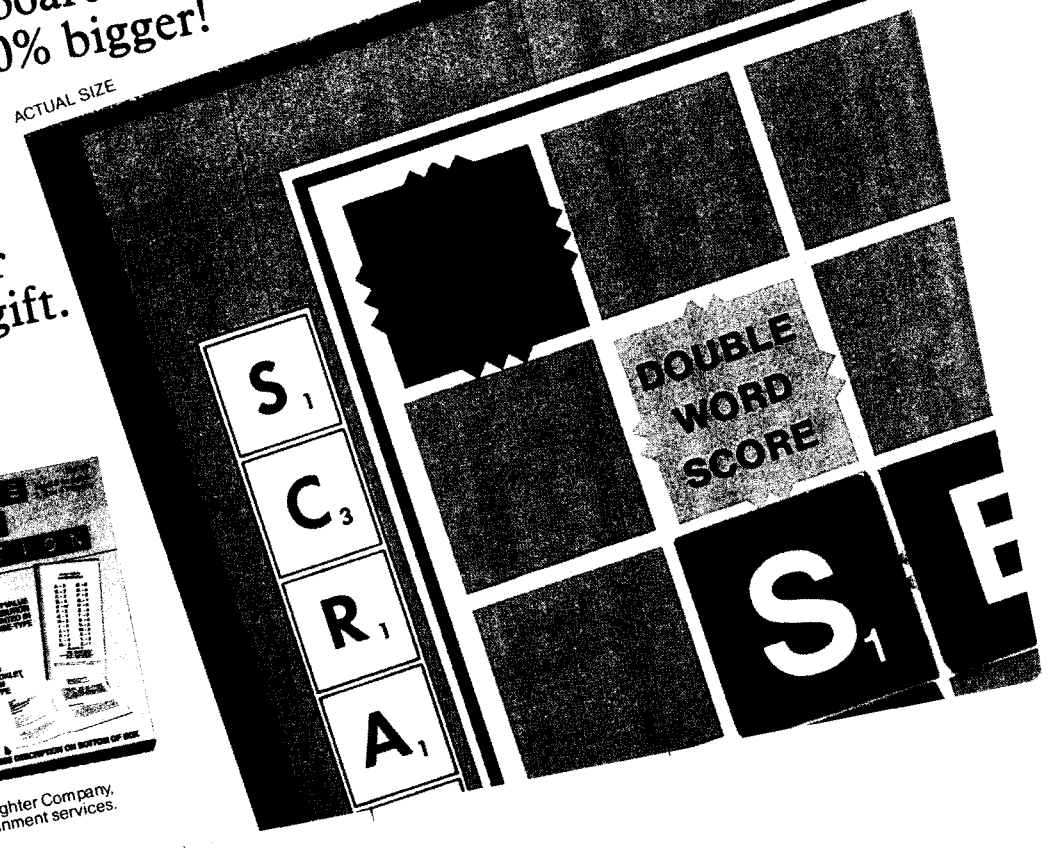

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A MIRACLE FOR KELLY

The little girl suffered from a rare heart ailment which until then had always proved fatal, but her family continued to believe there was an answer.

by Lowell H. Clemmons, Sr., M.D.

Not long ago, my preacher spent a whole sermon on the premise that the day of miracles is past. Yet I feel reasonably sure that my three-year-old granddaughter, Kelly, has lived through a miraculous time—no matter what my preacher thinks.

Before Kelly was a year old, her parents brought her and her two older brothers for a visit to our Cullman, Alabama, home. After a while, we began to notice Kelly grunting and squatting frequently. Now, I am not a pediatrician, but I learned long ago that if a child is grunting and squatting in such a manner, it means the child has heart disease. When I asked Judy, my daughter-in-law, about these symptoms, she said she had taken Kelly to the doctor, and he told her the grunting was routine. "Don't worry about it," was all he said. I was sufficiently worried about it, however, to schedule Kelly the next day for chest X-rays.

Two-year-old Kelly responded well to injections prescribed by Dr. Tripp (left), but having her picture taken was an entirely different matter.

When I held the X-ray up to the light, I was floored by what I saw. Kelly's heart was enormous; it filled most of her chest cavity. I immediately called Gene Bownes, a particularly adept pediatrician in Cullman, and made an appointment with him to see Kelly and her chest X-rays. Thirty minutes after examining her, he called back.

"Kelly has endocardial elastofibrosis or endocardial fibroelastosis, whichever you want to call it," he said. "It's a rare disease. To the best of my knowledge, there is no treatment for it and ultimately she will die, but let's send her to a good pediatric cardiologist over in Birmingham."

So we did. This specialist, who probably has no equal in the country, could only give us the same story as Dr. Bownes', with even greater elaboration: "Probably fatal, no known treatment. Maybe three months to live, maybe six months, maybe longer." Later, over the telephone, he explained to Judy, my son Terry and me that the baby's heart was full of fibrous tissue that had replaced muscle. Fibers do not contract as do muscles, he explained, so the heart becomes markedly enlarged, distended and flabby.

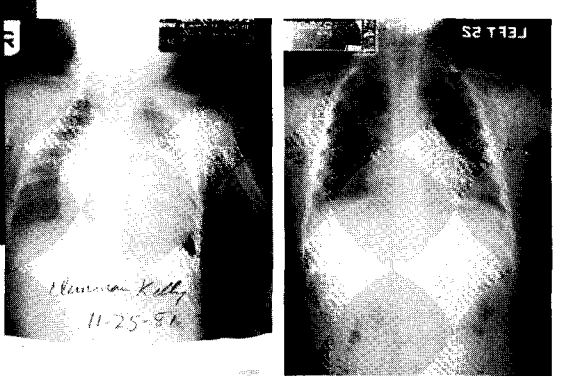
Because endocardial elastofibrosis is so rare, little is known about it. In medical research, the old saying applies: "If the axle doesn't squeak, don't grease it." Thus, common diseases get money and attention, while the rare ones are ignored. Even South African physicians who are known for their pioneering work on heart disease, including the first heart transplant, don't know much about this particular ailment.

Many years in medicine have taught me that people will grasp at straws the minute they find something is incurable. They'll run in search of a different opinion to the Mayo Clinic or Johns Hopkins or some such place.

We talked about going to South Africa, but after writing a letter and telephoning one of their doctors, we decided against that course.

Nonetheless, despite the apparent hopelessness of our situation, Judy remained optimistic: "Even if we were to lose her tomor-

After lab tests were taken in Alabama, Judy took Kelly to Madison, Wisconsin, where she was admitted for treatments with carnitine, a lysine derivative.



Kelly's greatly enlarged heart (left) would not contract normally. After Dr. Tripp's successful therapy with carnitine, the heart (right) returned to normal size and shape.

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row," she said, "certainly we could say to ourselves, 'She has been a constant delight to us. She's been a blessing to us.' " Indeed, I had to agree how great it had been, even in that short time, to have had Kelly in our lives.

A few days after the diagnosis, my wife, Nell, my son, Sam, and I went to Athens, Alabama, to eat supper with Judy and Terry and their family. Judy is a good cook, and I love to go there anyway to be with my children and grandchildren. After supper, sitting comfortably in a rocking chair almost as overstuffed as I was, I saw little Kelly, cute as a speckled puppy and just as sweet, come running to me. Putting her hand inside my shirt, she placed her head on my chest and fell sound asleep.

Looking down at her a few times I at first thought she really must have been sweating because there were some drops of water in her hair. Then I realized that those drops weren't sweat, but tears—my own tears, which had run down my cheek onto her head. I don't usually cry, but that night I did, and I just couldn't help it.

Later that night, Judy, Terry and I had a long talk about what might be done. Judy, bless her heart, decided to go to the University of Alabama Medical School library in Birmingham and find out everything she could about endocardial elastofibrosis. Among other things, she found that a children's heart-disease specialist in Madison, Wisconsin, had written some articles about the disease. Judy then called the specialist, Dr. Marjorie Tripp, and set up an appointment.

Dr. Tripp suggested we first do some laboratory tests on Kelly before bringing her to Madison. Following this, Kelly was admitted to the hospital in Madison, where Dr. Tripp spent several days with her and her parents. She promised them nothing. She did believe, however, that Kelly suffered from the same condition as two other recent patients, and that their treatment had

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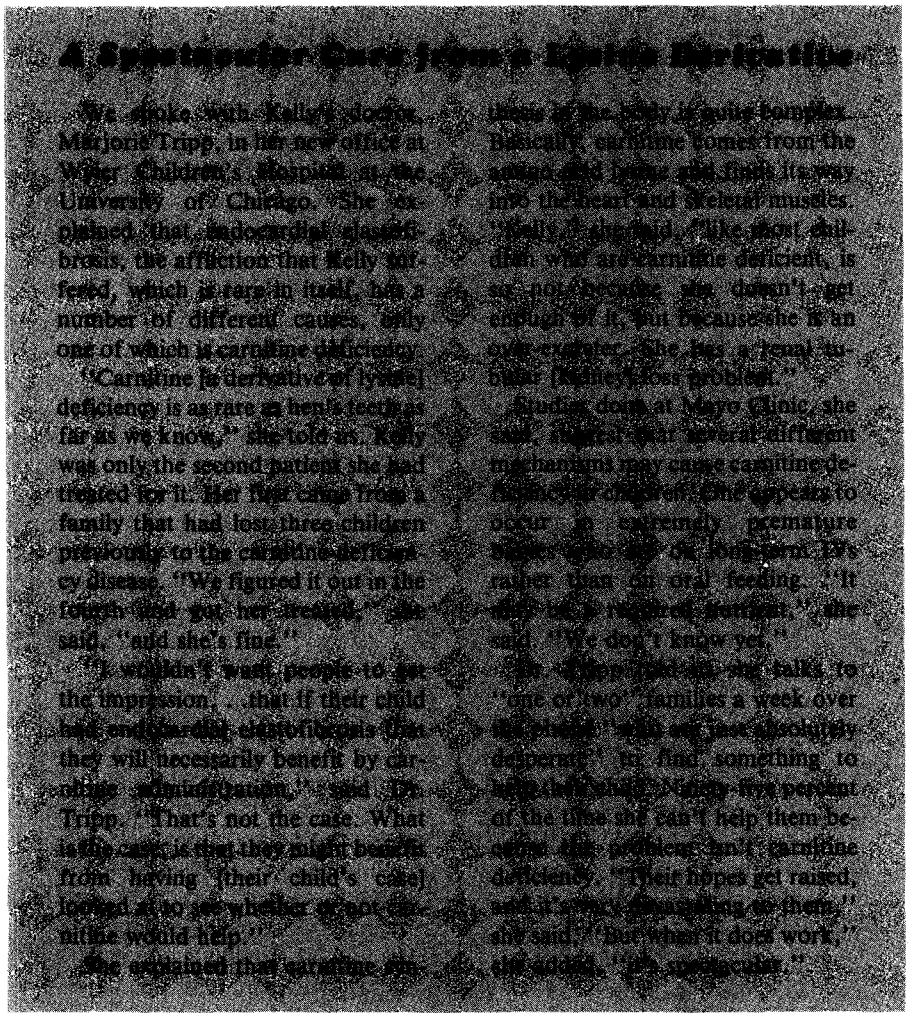

A Spectacular Cure from a Little Bottle

We spoke with Kelly's doctor, Marjorie Tripp, in her new office at Wyler Children's Hospital at the University of Chicago. She explained that endocardial elastofibrosis, the affliction that Kelly suffered, which is rare in itself, has a number of different causes, only one of which is carnitine deficiency.

"Carnitine [a derivative of lysine] deficiency is as rare as hen's teeth as far as we know," she told us. Kelly was only the second patient she had treated for it. Her first came from a family that had lost three children previously to the carnitine deficiency disease. "We figured it out in the fourth and got her treated," she said, "and she's fine."

"I wouldn't want people to get the impression . . . that if their child had endocardial elastofibrosis that they will necessarily benefit by carnitine administration," said Dr. Tripp. "That's not the case. What is the case is that they might benefit from having [their child's case] looked at to see whether or not carnitine would help."

She explained that carnitine metabolism in the body is quite complex. Basically, carnitine comes from the [illegible] and finds its way into the heart and skeletal muscles. "Kelly," she said, "like most children who are carnitine deficient, is not, not because she doesn't get enough of it, but because she is an over-excreter. She has a renal tubular [kidney] loss problem."

Studies done at Mayo Clinic, she said, suggest that several different mechanisms may cause carnitine deficiency in children. One appears to occur in extremely premature [illegible] or [illegible] rather than on oral feeding. "It [illegible] a regular formula," she said. "We don't know yet."

Dr. Tripp had at the time talked to "one or two" families a week over the phone "who are just absolutely desperate" to find something to help their babies. Many—five percent of the time she can't help them because their problem isn't carnitine deficiency. "Their hopes get raised, and it's very disappointing to them," she said. "But when it does work," she added, "it's spectacular."

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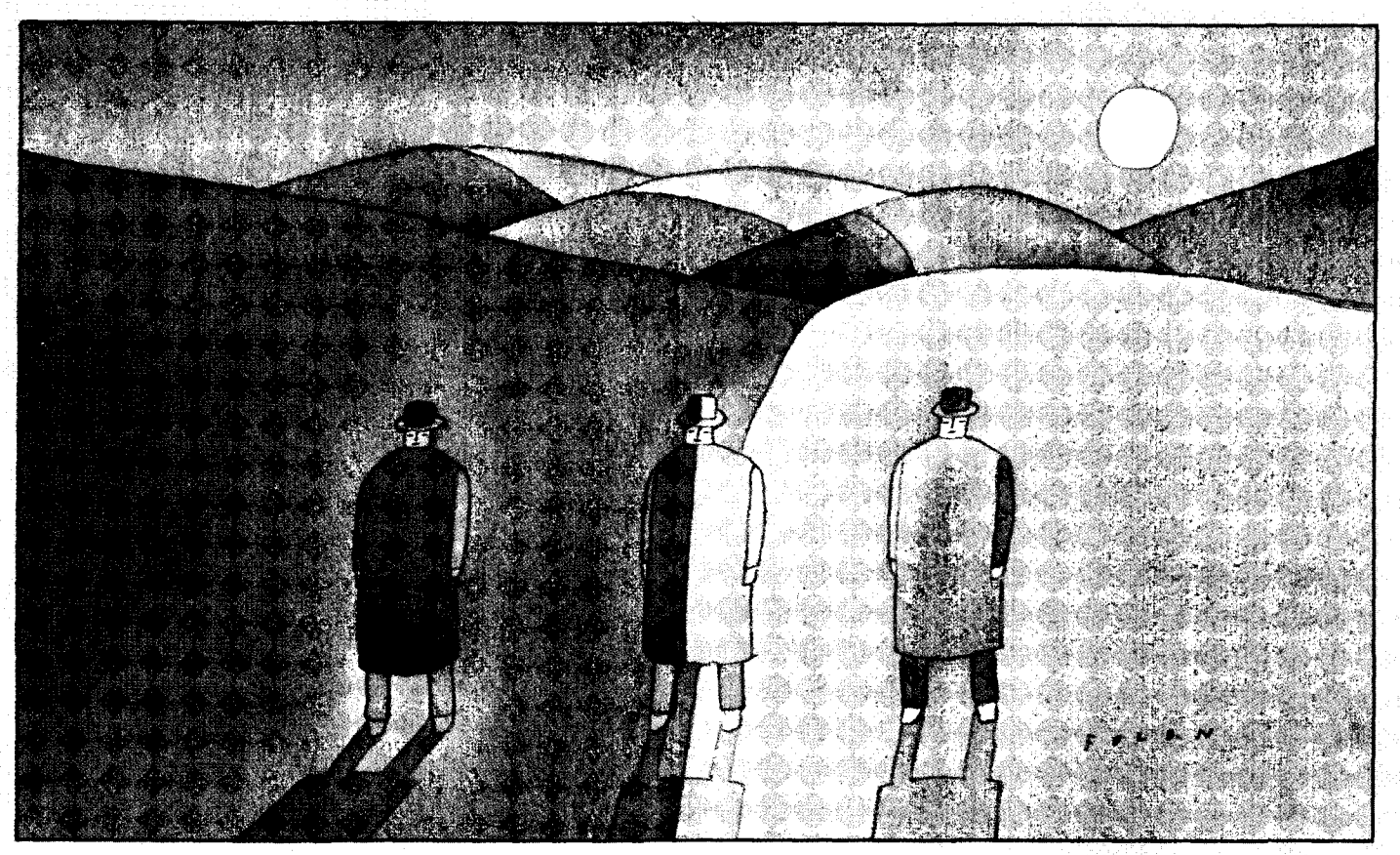
NUCLEAR ELECTRICITY
Who Stands Where



At a time of intense criticism of nuclear-generated electricity, an independent academic study found surprisingly strong support among persons considered well informed on the subject.

The study was part of a large project directed by Professors Stanley Rothman and S. Robert Lichter and sponsored by the Research Institute of International Change at Columbia University, Smith College, and the Graduate Program in Science, Technology, and Public Policy at George Washington University.

A survey of scientists

In mid-1980, little more than a year after the accident at Three Mile Island, a detailed questionnaire on energy issues was sent to a purely random sample of: (1) scientists listed in *American Men and Women of Science,* (2) scientists in energy-related disciplines, and (3) scientists in fields closely related to nuclear energy.

Asked how best to proceed with nuclear energy (see Table 1), an overwhelming majority from all groups felt that the nation should continue with the development of nuclear energy.

Table 1
VIEWS OF SCIENTISTS ON HOW TO PROCEED WITH NUCLEAR ENERGY

Random Sample	Energy Experts	Nuclear Experts	
53%	70%	92%	Proceed rapidly
36	25	8	Proceed slowly
7	4	0	Halt development
3	1	0	Dismantle plants

Most felt we should proceed rapidly.

This high level of support is echoed in Table 2, which notes positive attitudes toward the acceptability of risk posed by nuclear plants; the scientists' personal willingness to have a nuclear plant located where they live; and the scientists' confidence that enough knowledge exists to solve the scien-

Table 2
SCIENTISTS' ATTITUDES ON NUCLEAR ENERGY ISSUES

Random Sample	Energy Experts	Nuclear Experts	
65%	75%	99%	Risks acceptable
69	80	98	Willing to locate nuclear plants in their cities
75	91	100	Enough knowledge to solve nuclear problems

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tific and technical problems posed by nuclear energy.

Expanding the study

Such positive results were somewhat surprising to the researchers. They decided to expand their study. This was a time when public concern was high and the nuclear regulatory environment was toughening considerably, so the researchers wondered whether decision makers in the nuclear field would be as wary of nuclear power plants as the man in the street.

To find out, the researchers mailed questionnaires to top decision makers in seven different categories:

- the nuclear power industry
- the financial community
- the Nuclear Regulatory Commission
- other regulatory agencies involved with nuclear energy
- members of Congress who were involved with nuclear policy
- outside experts (scientists, social scientists and consultants involved with nuclear energy issues)
- groups with professed anti-nuclear views.

The results were again surprising. As Table 3 indicates, outside experts and financiers were as united in their

Table 3
POLICY PREFERENCES ON NUCLEAR DEVELOPMENT

Anti-Nuclear Groups	Industry	Financiers	NRC	Other Regulators	Congress	Outside Experts	
0%	93%	94%	65%	54%	40%	69%	Proceed rapidly
0	5	6	35	25	40	26	Proceed slowly
33	2	0	0	8	20	5	Halt development
67	0	0	0	13	0	0	Dismantle plants

support of nuclear energy development as were industry executives. The only significant opposition came from the heads of the anti-nuclear groups. A few members of Congress and some regulators also expressed opposition. (It should be noted that response from Congress was low in number.)

Table 4 reinforces the pattern. Majorities of all decision-making sectors except the anti-nuclear groups believed nuclear plants safe, the risks acceptable, the problems solvable, and they would be willing to live near a reactor.

The questionnaire also sought to learn what potential problems within the industry were considered most serious. Most of the anti-nuclear groups' leaders rated most of the problems as "very serious." None of the problems was considered that serious by a majority of the other decision makers. Only high-level waste disposal was considered very serious by a majority of persons within any of these seven groups.

The Nuclear Waste Policy Act of 1982 has addressed this problem by establishing a procedure and a timetable leading to the safe disposal of nuclear waste. The concept of burying the waste in stable geological formations deep in the earth has been endorsed by the National Academy of Sciences.

Table 4
GENERAL ATTITUDES TOWARD NUCLEAR ENERGY

Anti-Nuclear Groups	Industry	Financiers	NRC	Other Regulators	Congress	Outside Experts	
100%	2%	0%	4%	37%	25%	12%	Risks unacceptable
0	94	61	72	60	43	74	Very confident we can solve problems
100	2	0	7	28	28	5	Plants unsafe
0	97	83	94	60	53	88	Would live near reactors

What sources can we count on today?

There was more agreement when the leaders were asked which energy sources would make the greatest contributions to our needs by the year 2000. The questionnaire listed 16 possible sources ranging alphabetically from biomass to wind power. As Table 5 illustrates, most groups viewed coal as the primary energy source, followed by oil and then either natural gas, nuclear fission, or conservation. The anti-nuclear groups are the only dissenters, rating conservation as their top choice, solar heat as a major contributor and dismissing nuclear fission altogether. No other group ranks conservation higher than fourth, expects such a significant contribution from solar heat, or writes off nuclear energy altogether.

Table 5
RESOURCES THAT WILL MAKE MAJOR CONTRIBUTIONS TO OUR ENERGY NEEDS

Anti-Nuclear Groups	Industry	Financiers	NRC	Other Regulators	Congress	Outside Experts	
58%	96%	78%	94%	75%	91%	95%	Coal
50	57	50	63	84	67	79	Oil
42	44	41	34	48	52	67	Natural gas
0	52	24	28	52	25	33	Nuclear fission
42	1	0	3	12	10	2	Solar heat
100	16	29	19	50	52	38	Conservation

The researchers found it especially surprising that government agencies which frequently have been critical of nuclear energy were nevertheless looking to this resource for a large contribution. In fact, the other regulators' projection precisely matched that of the nuclear power industry.

An ongoing debate

The debate continues over the risks and rewards of nuclear electricity. In the heat of the debate, it's easy to get the impression that almost everyone has turned against nuclear electricity. This study shows that such an impression would be incorrect.

All energy sources have problems—environmental, safety, reliability, cost. Perhaps someday we'll find a perfect energy source, but until then we must provide for America's energy needs with sources we can count on today.

For a full report on the surveys discussed here, send for our free brochure, "Nuclear Electricity—Who Stands Where." Just fill out this coupon and mail it to:
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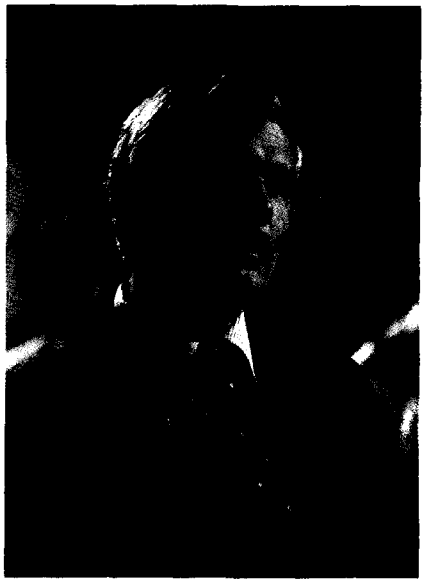
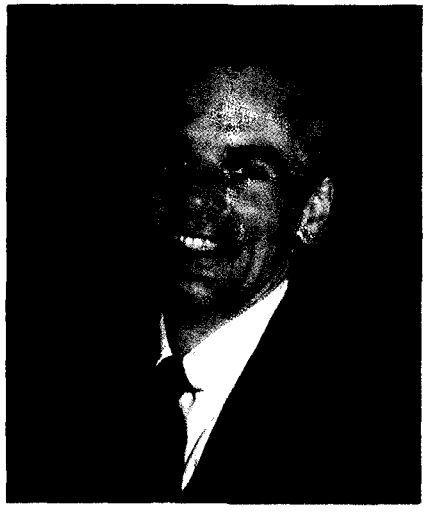
Post People



After sailing his yacht to an Americas Cup victory, turning a floundering baseball club into the winning Atlanta Braves and revolutionizing the TV industry with CNN, the 24-hour cable news channel, what is left for self-made millionaire ***Ted Turner***? "I'm interested only in higher-budget television programming," says this flamboyant 44-year-old entrepreneur. "We're planning, for example, a $1 million program on Jacques Cousteau and the Mississippi River. We'd also like to get into top-quality movies that are not only entertainment but educational as well."



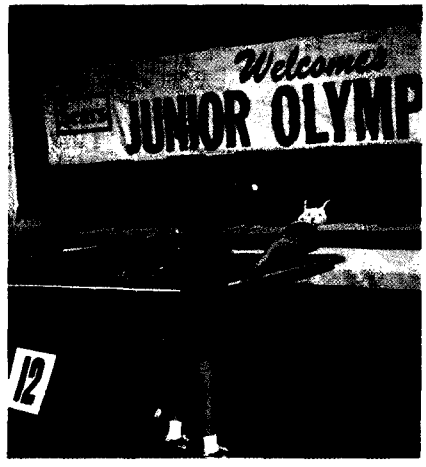
Holly Coors

How appropriate that ***Donald Hodel,*** a man abounding in energy, has become the fourth U.S. secretary of energy since that cabinet post was created.

This Oregon lawyer has plenty of energy experience, as well—both as former administrator (1973-1977) of the Bonneville Power Administration, which operates the world's largest high-voltage transmission system in Washington and Oregon, and as undersecretary of the interior.

Although some groups, including solar-energy advocates, opposed his appointment as secretary of energy, he has shown a rather sunny disposition—asking for an increase in the budget from $79 million to $102 million for more research into solar and other renewable energy sources.

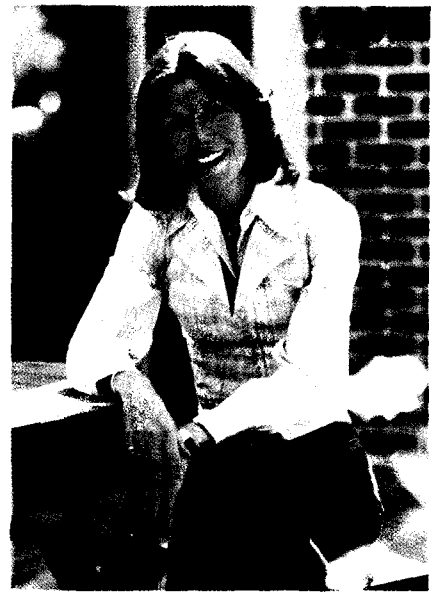
Optimistic as he is about the future and his own streamlined department, Mr. Hodel, nevertheless, has some downhill periods; fortunately, those are during his skiing vacations. To get the energy he needs for skiing, he is a devotee of jogging.



Charlene Faris

One of the requisites for becoming a good table-tennis player is being able to see above the table. Seven-year-old ***Eric Owens*** of Houston, Texas, barely qualifies. Eric, the youngest entrant in the 1982 and 1983 Junior Olympics, is a gold-medal winner who learned the rules early.

"More than anything else, I try to teach Eric morality," says ***Kenny Owens***, his father. "As for coaching him during the games, with his spirit of competitiveness I had only to keep saying, 'Push it back! Just get it back, Eric, you don't have to do anything special.' " But to become a gold medalist at age six surely is doing something special.



In her new CBS comedy-action series "Scarecrow and Mrs. King," ***Kate Jackson*** definitely isn't Scarecrow. In this first series since hanging up her halo, the former "Angel" plays a harried single mother who becomes the right-hand woman of ***Bruce (Bring 'em Back Alive) Boxleiter***, a U. S. spy. The situation might indeed be written off as a poor man's "Hart to Hart" were it not for the lovely costar who can turn any production into a rich experience.

Let's see, now, am I the real Benjamin Franklin or not? . . . No, that's right, I'm theater professor ***William Kinzer*** of Indiana University, made up as old Ben. I'm not about to fly a kite in an electrical storm; I'm a little too sharp for that. Nor am I going to print the next issue of *The Saturday Evening Post*. Actually, I'm dressed to take my place at the re-enactment of the signing of the Treaty of Paris that ended the Revolutionary War 200 years ago. A grateful nation should remember.

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HOW MUCH IS TOO MUCH TO DRINK IF YOU'RE DRIVING?

USING THIS CHART MAY HELP YOU KNOW YOUR LIMIT.

First, you should understand that drinking any amount of alcohol can impair your ability to drive.

The generally accepted way to measure intoxication is by your Blood Alcohol Concentration (BAC). In most areas, the legal definition of intoxication is .10 percent BAC and above. However, long before you reach .10 BAC, your judgment and motor skills deteriorate rapidly. In fact, some states include the definition of impaired driving ability, which usually begins at .05 percent.

Important factors to keep in mind are how much you've drunk in a given period of time, how much you weigh and whether you've been eating. Your age, individual metabolism and experience with drinking are also factors. However, it simply is not true that beer or wine is less likely to make you drunk than so-called "hard" drinks. A 6-ounce glass of wine, a 12-ounce can of beer or 1½ ounces of 86-proof whiskey have about the same amount of alcohol and will have about the same effect on you.

How to estimate your Blood Alcohol Concentration. Although the effects of alcohol vary a great deal, the average effects are shown in the accompanying chart prepared by the National Highway Traffic Safety Administration. Find your weight in the left-hand column and then refer to the number of drinks you have had or intend to have over a two-hour period. For example, if you weigh 160 pounds and have had four beers over the first two hours you're drinking, your Blood Alcohol Concentration would be dangerously beyond .05 percent, and your driving ability would be seriously impaired—a dangerous driving situation. Six beers in the same period would give you a BAC of over .10 percent—the level generally accepted as proof of intoxication.

It is easier to get drunk than it is to get sober. The effects of drinking do taper off as the alcohol passes through your body, but the drop is slow. In the example above, the person who had six beers would still have significant traces of alcohol in his blood six hours later.

Even if you're not drinking, other drivers may be. Your best protection is still the seat belts in your car. Accidents do happen, and wearing lap and shoulder belts doubles your chances of coming through one alive.

DRINKS (TWO-HOUR PERIOD)

Weight	1½ ozs. 86° Liquor or 12 ozs. Beer											
100	1	2	3	4	5	6	7	8	9	10	11	12
120	1	2	3	4	5	6	7	8	9	10	11	12
140	1	2	3	4	5	6	7	8	9	10	11	12
160	1	2	3	4	5	6	7	8	9	10	11	12
180	1	2	3	4	5	6	7	8	9	10	11	12
200	1	2	3	4	5	6	7	8	9	10	11	12
220	1	2	3	4	5	6	7	8	9	10	11	12
240	1	2	3	4	5	6	7	8	9	10	11	12

BE CAREFUL DRIVING BAC TO .05% | **DRIVING IMPAIRED .05-.09%** | **DO NOT DRIVE .10% & UP**

Source: NHTSA

The chart shows average responses. Younger people generally become impaired sooner, while older people have more vision problems at night. Tests show a wide range of responses even for people of the same age and weight. For some people, one drink may be too many.

Having a full stomach will postpone somewhat the effects of alcohol, but it will not keep you from becoming drunk.

Black coffee, cold showers, or walking around outdoors will do nothing to make you sober. Of course, someone who claims, "I'll be okay as soon as I get behind the wheel," may be making a fatal misjudgment.

At General Motors, we have developed a device which tests a driver's reflexes and motor responses before it allows the car to start. The Department of Transportation is now testing it in California as a deterrent to repeat offenders. Today, you, the driver, have to know your limits and when you've gone beyond them. If you have any doubts, don't drive.

This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.

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MARK OF EXCELLENCE

Chevrolet • Pontiac
Oldsmobile • Buick
Cadillac • GMC Truck

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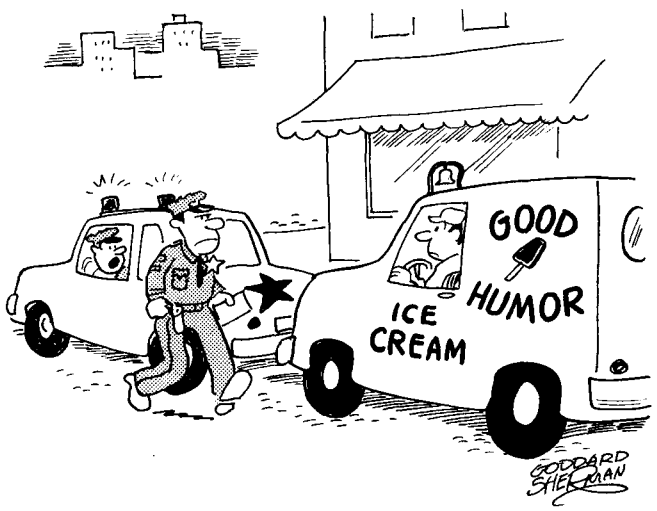
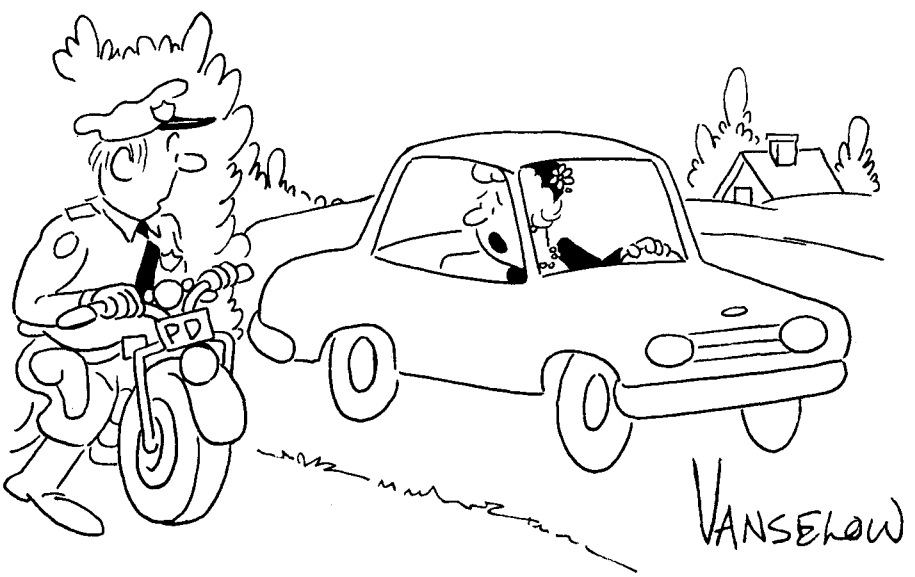
LAW ENFARCEMENT

"Wouldn't it be more dramatic if I fibbed a little so you could wring the truth out of me?"



"Now don't make him so mad that he doesn't try to make a deal."

"The witness will simply answer the question 'yes' or 'no'!"



"As I'm a law-abiding citizen, I thought you should know. . .your front wheel shows from the road."

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8 new selections

Norman Rockwell prints

from The Saturday Evening Post

NR177/*The Babysitter*

NR170/*Pardon Me*

NR171/*Young Love*

NR172/*Museum Worker*

NR173/*The Piano Tuner*

NR174/*Losing The Game*

NR176/*Cramming*

NR175/*April Fool*

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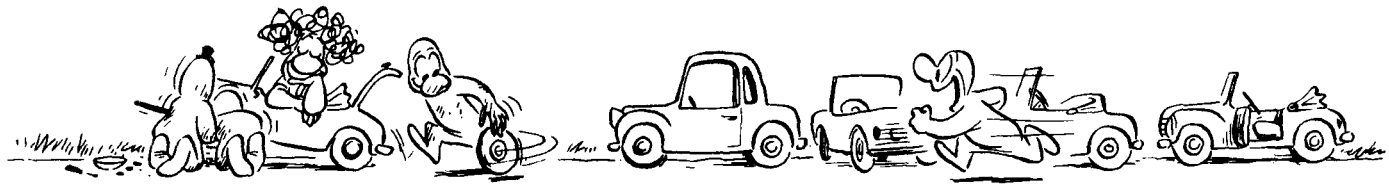
POST SCRIPTS



Candle Hazard

A woman was having a grand time at her birthday party and feeling much younger than her 50 years. That is, until her 12-year-old grandson, toying with his calculator, blurted out, "Wow! Grandma! Do you realize that you're 18,262 days old?"

—Charles T. Harrigan

Touché

A young barber, in a playful mood, rubbed the bald spot on the head of his customer. "You know, sir," he said, "your head feels just like my wife's cheek."

The customer reached up and touched the bald spot on his head, stroked it a moment and said: "By gosh, you are so right; it certainly does."

—Raymond A. Schoeder

Party Girl

A new bridegroom was talking with pals a few days after the wedding. "We almost didn't get married," he said. "Two days before the wedding we had this big fight about going out with the guys to an all-night stag party. But finally I said if it meant that much to her, she could go ahead and do it."

—Herm Albright

Lawyers Are a Girl's Best Friend

A husband, celebrating his 40th wedding anniversary, asked his wife, "Would you like a black mink coat? I thought I'd get it for you for our anniversary."

"I don't want a mink coat," she answered.

"Well," he continued, "Cartier's has a beautiful bracelet with diamonds and rubies."

"I don't want a bracelet," she sniffed.

He paused a moment, then said, "Well, what about a new Silver Cloud Rolls Royce?"

"I don't want a car!" she snapped.

"Well, what do you want?"

"I want a divorce," she replied.

"Oh," answered the husband, "I wasn't planning on spending that much."

—Mrs. V. Myers

"Allow me to introduce you to my three daughters—Falling Rain, Happy Rain and Acid Rain...."

Lame Excuse

Perhaps the label's more fitting
For those who, though physically apt,
Are so thoughtless; forever parking their cars
In slots clearly marked "handicapped."

—C.J. Vampatella

Keeping Face

Jenkins, who'd been preaching economy to his wife, arrived home from work completely out of breath. "I ran behind the bus to save 50 cents' fare," he said.

"Hmm," she replied, "why didn't you run behind a cab and save $3?"

—A.H. Berzen

Monogamy Redefined

"Can anyone tell me the meaning of monotony?" asked a teacher of her third-grade class. One boy raised his hand. "I think I know," he said. "It's when a man has only one wife."

—E.E. Murphy

Strange Plane Fellows

Two seat companions on a cross-state air flight became friendly enough for one to mention he had just been released from prison. "It's going to be difficult," he said, "returning home, seeing old neighbors, facing my friends."

"I know just how you feel," his new acquaintance commiserated. "I'm going home from the state legislature."

—Lane Olinghouse

Salesman Slip

"Here is a real bargain," said the clerk to a customer, holding up a $150 sweater. "The wool comes

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from a rare breed of sheep, almost extinct, found only in the higher reaches of the Himalaya Mountains. It is certainly a unique yarn."

"It sure is," remarked the customer. "And you tell it well, too."

—Ben Steedly Moore

Purrfect Vision

The psychologist was examining a new patient. "How many ears does a cat have?" he asked his patient, looking at the drawing he'd just completed.

"Two."

"And how many eyes does a cat have?"

"Two."

"And how many legs does a cat have?"

"Say, doc," the patient said, "haven't you ever seen a cat?"

—Martha J. Beckman

Calculated Mistake

A mathematics professor was run over by a truck. "Did you get the license number?" a policeman asked.

"Well, not exactly," the professor replied. "But I do remember noticing that if the number was doubled and then multiplied by itself, the square root of the product was the original number with the integers reversed."

—Mrs. H.W. Walker

Steering Clear

I was moaning and groaning about my wife's driving as she hurried me to the airport.

As she drove over an area that had been washed out by heavy rains, she hit several potholes. Even more irritated, I said, "Don't you think you've missed one? Maybe you'd better go back and try again."

Without slowing down, she smiled and said, "That's okay, I'll get it on the way back."

—Valerie Childress

Different Strokes

"I hear your husband fell off his barge and was drowned and left you a million dollars. I think that's remarkable for a man who couldn't read or write," said a neighbor.

"Or swim either," said the widow.

—B. Bader

Drifting Sleep

"You say they're getting a divorce?"

"Yes, about a year ago, they bought a waterbed and since then they've gradually drifted apart."

—Kenneth E. Hall

Yes Deposit, No Return

Little Joey was complaining to a friend about the newcomer to the family being wrinkled and homely and crying all the time. "Why don't you send it back where it came from?" the friend asked.

"I don't think we can," Joey shrugged. "We already used her for a week."

—Harold Helfer

Melting Point

The eldest member of a town-planning committee had quietly pointed out flaws in several ambitious plans set forth by the "bit thinkers" in the group.

"Blast it, Tom," one said finally. "Do you have to throw cold water on everything?"

Tom replied, "Cold water just naturally results when a lot of hot air gets on thin ice."

—Mrs. E. O'Brien

Dis-Customer

Like many others in these trying times, Ed moonlighted to help pay the bills. He was waiting on tables in a downtown restaurant.

One day his first customer was an obvious grouch. He complained of dirty silverware, noise from the kitchen, the temperature of his coffee and just groused in general about anything that caught his eye.

As Ed brought him a second cup of coffee, the grouch glared at him and sneered: "You sure don't have to be too bright to wait on tables, do you?" Ed was ready and replied in his most polite manner: "If you're looking for a job, mister, you'll have to come back at four to see the manager."

—Lloyd Byers

Scoping in the Dark

Elderly Mr. Boggs was having a fluoroscope examination in a doctor's office. The room was in complete darkness, with only the doctor, his nurse and Boggs present.

"Now I want you to lie flat on your back," the doctor said.

There was silence for a few seconds, then the doctor spoke again, anxiously. "Did you hear me, Mr. Boggs? Are you all right?"

"Sure," replied Boggs. "Only I thought you were talking to the nurse."

—Melvin E. Lukenbach

The Mater Don't Matter

The son of a successful self-made manufacturer became engaged to the daughter of a wealthy and socially prominent family. When the two sets of parents met, the social lion barely disguised his roar of disapproval. "I know your son is a student at Harvard, and our daughter goes to Radcliffe, just as her mother and grandmother did. But I am afraid I didn't catch the name of your alma mater. Did you go to Harvard?"

"No, I didn't," came the soft reply. "But at least 500 of my 2,000 employees did."

—Rose Sands

"On the third day I was forced to throw other survivors overboard when continued inane conversation made conditions intolerable."

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There's a simple, convenient way for you to avoid the car-financing runaround. It's GMAC Financing.
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(This advertisement appeared in The Saturday Evening Post on November 9, 1940.)

"Makes Good Sense to Me... to figure the financing yourself"

Yes, it's just good, common sense to do your own figuring, when you buy a car on time.

And surely the time to know what you get and what you pay is *before you buy*. That's why we say, "Figure the Financing Cost (and the payments) Yourself."

To make this easy, we offer you the New GMAC Figuring Chart. This chart shows you in dollars and cents exactly what your financing cost is, based on the amount of time you want and the amount you wish to pay monthly. Within a few minutes, you can figure your own time payment plan.

Then you can compare the cost of the General Motors Instalment Plan with that of any other plan and see how it saves you money.

Note, too, in the chart, the various forms of insurance coverage which are included in this plan—to protect your car and assure your peace of mind.

Your copy of the GMAC Figuring Chart is waiting for you. Send the coupon today.

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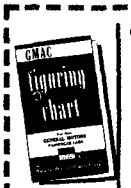

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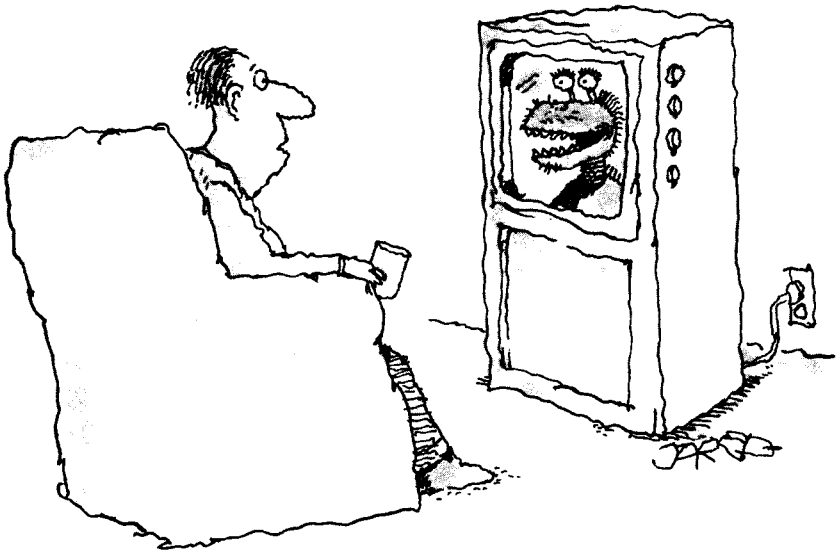
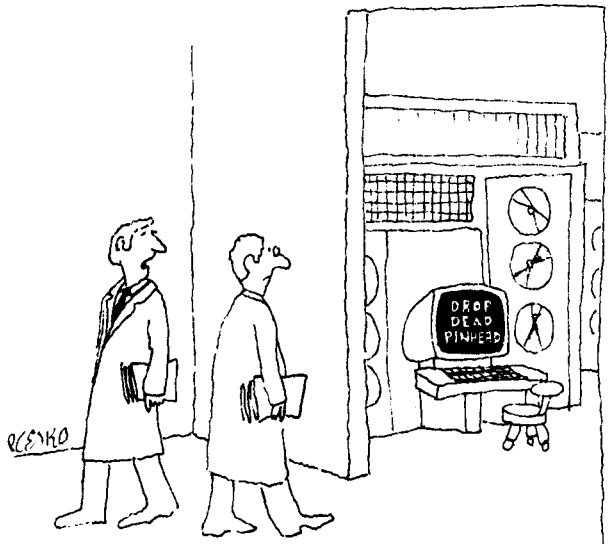
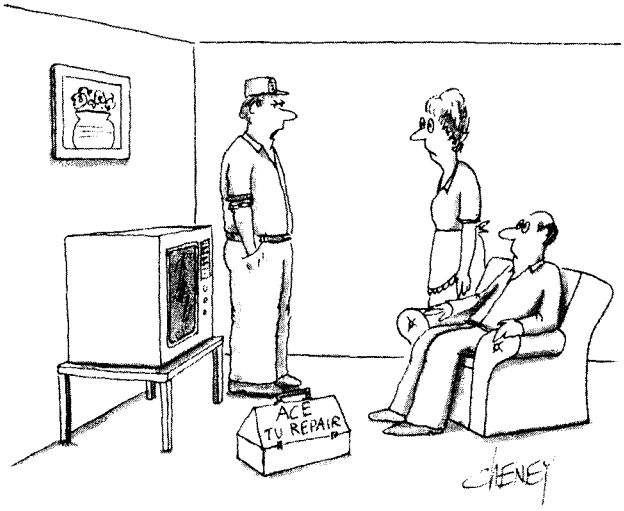
SCREEN TEST



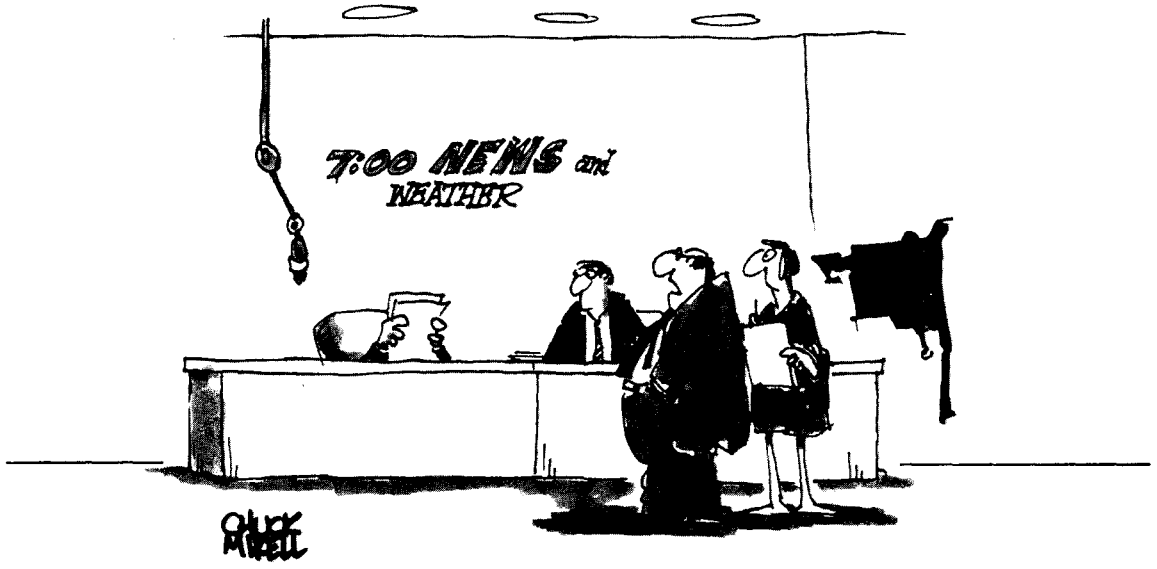
"The following program is being brought to you by satellite..."



"Watch out, Bob, it's in a bad mode today."



"I think I've found the problem... it's not a TV, it's a microwave oven."



"We need a taller anchor man."

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Two expense paid trips for families of four to the 1984 Summer Olympics in Los Angeles...plus many other exciting, valuable prizes—televisions, bicycles, cameras, video cassette recorders!

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60 TABLETS

Here's a chance for you and your family to see the 1984 Summer Olympic Games—all expenses paid. Lucky winners of the "Winning Events Olympic Sweepstakes," sponsored by Allbee and Z-BEC Vitamins, will see the world's best athletes compete "for the gold". Look for sweepstakes details at your drugstore's display...don't delay, send in your entry.

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Official Vitamin Sponsors of the 1984 United States Olympic Team

OFFICIAL SWEEPSTAKES RULES

1. To enter, hand print your name, address (including zip code and telephone number) and your favorite Allbee or Z-BEC vitamin retailer on the official entry form or on a 3" x 5" card. With each entry include the words: Allbee and Z-BEC Vitamins, Official Vitamin Sponsors of the 1984 U.S. Olympic Team. NO PURCHASE NECESSARY.
2. Mail your entries to: WINNING EVENTS OLYMPIC SWEEPSTAKES, P.O. Box 82089 St. Paul, MN 55182. Enter as often as you wish. Only one entry per stamped envelope. Entries must be postmarked by December 31, 1983 for the Winter Winning Events Drawing and received by January 15, 1984. Entries for the Summer Winning Events and Grand Prize drawing must be postmarked by May 1, 1984 and received by May 15, 1984. Entrants assume responsibility for delivery of entries by the Post Office. Entries which are illegible, torn or multilated will not be accepted.
3. Winners for the Winter Winning Events will be selected on or about the week of January 16, 1984. Winners for the Summer Winning Events and the Grand Prize drawing will be selected on or about the week of May 21, 1984. All winners will be notified by mail. Decisions of the Carlson Marketing Group Inc., an independent judging organization, are final. Chances of winning depend upon the total number of entries received.
4. The prizes consist of:

   Winter Winning Events
   1-First Prize—45" RCA Wide Screen Television
   10-Second Prizes—His and Hers 26" Murray 10 Speed Touring Bicycles
   25-Third Prizes—Original Limited Edition Olympic Lithographs
   1000-Fourth Prizes—Olympic Posters

   Summer Winning Events
   1-First Prize—Sanyo Deluxe Portable VCR
   10-Second Prizes—Nikon FG Camera, Lens, Case and Flash
   25-Third Prizes—Original Limited Edition Olympic Lithographs
   1000-Fourth Prizes—Olympic Posters

   Grand Prize Winning Events—(to be drawn from all entries received.)

   2 Grand Prizes—all expense paid trip to the 1984 Summer Olympic Games in Los Angeles for a family of four.
5. Prizes are limited to one household and are not transferable. No cash substitutes. Winners are responsible for all federal, state and local taxes. If a minor wins any of the prizes, it will be awarded in the name of the parent or legal guardian. All prizes will be awarded.
6. This sweepstakes is open in all areas of the U.S. in which displayed or advertised. Offer void if prohibited or restricted. All federal, state and local laws and regulations apply.
7. Employees and their families of the A. H. Robins Company and its affiliates or subsidiaries, their advertising and promotional agencies are not eligible. Winners subject to proving eligibility.
8. For a list of all prize winners, please submit a self-addressed, stamped envelope to WINNING EVENTS OLYMPIC SWEEPSTAKES WINNERS LIST, P.O. BOX 82194 St. Paul, MN 55182

Mail entries to:
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See Official Sweepstakes Rules for mailing deadlines.

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Kindergarten

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THIS CHRISTMAS FILL YOUR GIFT OF GOOD HEALTH.

Now, children from nursery school to the 6th grade level can have their own special health magazines. Each one is geared to a specific age level, so children have a carefully graduated series of magazines from which to learn about the many wonders of the human body and mind.

Because these magazines are for children, they have been especially produced to be as much fun to read as they are educational. That way, kids can be entertained and amused as they learn the much needed information about starting proper health habits early in life.

Many of these publications have been serving America's youth for generations and have received numerous national awards for editorial excellence. Today the Children's Better Health Institute is totally committed to using these popular magazines as a significant means of increasing health awareness.

As a parent, you will no doubt want to be more familiar with the valuable information these health magazines provide for children. Therefore, we are making these magazines available to you at a special parents' holiday rate of just $8.95 for each one-year subscription. This is a substantial savings from the publisher's price of $10.95.

Helping children today to have sound minds and bodies is a responsibility we all share. At the Children's Better Health Institute, we hope your use of these 8 health magazines will help you to help your children learn the very important essentials of good health.

Children's Better Health Institute

Teaching healthy habits right from the st

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BETWEEN SCENES WITH CHARLTON HESTON

The award-winning actor, writer, director takes a break from his TV miniseries "Chiefs" to talk of many things.

by Donald Chase

The heroically proportioned physique has not changed since the days it was seen raising the Big Top in *The Greatest Show On Earth,* winning a chariot race in *Ben-Hur* and braving the rigors of an alien civilization in *Planet of the Apes*. The voice is the familiar resonant instrument of his films and the many speeches and public-service announcements made on behalf of political candidates and nonpolitical causes.

It's hard to disguise the commanding presence of Charlton Heston, even in the foam-latex wrinkles and dyed white hair he wears in the TV miniseries *Chiefs*.

But it's Charlton Heston's gray blue eyes that immediately command attention—and provide some concise information about the private man. They're clear, outward-looking and full of energy, even though the temperature's over 100 in Chester, South Carolina, and—thanks to a malfunctioning air conditioner—fast approaching that level inside his dressing-room trailer.

The eyes are so riveting that it takes a few minutes to notice the network of wrinkles in their corners and the shock of gray white hair above them.

"Hugh Holmes is now 76 years old," Heston announces and goes on to explain that he is wearing foam-latex wrinkles and that his hair has been dyed for his character's last scenes of the CBS miniseries *Chiefs*, due out this month. The 59-year-old actor is playing Holmes over four decades in the six-hour miniseries, whose three segments are set in 1924, 1945 and 1963. Filmed throughout last summer in semirural Chester, the project presents Heston in his first dramatic appearance on television in more than 30 years.

"I was watching *Brideshead Revisited* on PBS," he recalls, "and it suddenly struck me...that the miniseries gives you the opportunity to do something you can't do on stage and can't do on film, which is to tell a long story." He chuckles at the obviousness and belatedness of his insight, then goes on to state a preference for the British term "long form" over our "miniseries," which "suggests it's stories about little, *teeny* people."

Hugh Holmes may not be quite in the same league as Moses (in *The Ten Commandments*), Michelangelo (*The Agony and the Ecstasy*), Cardinal Richelieu (*The Three Musketeers*) and the other great figures Heston has played—but he's not small. "He's a very good man—and a bright man and a decent man," the actor says. He's also something absolutely unique in network prime time. "He's a businessman, a politician, and a banker—and he's a good guy!" Heston also narrates *Chiefs*, which deals with the efforts of three successive small-town police chiefs (Wayne Rogers, Brad Davis and Billy Dee Williams) to solve a series of murders in a small Southern town.

Having committed to *Chiefs* after learning that his friends Gregory Peck and Richard Chamberlain had both had highly satisfactory experiences with the miniseries' director, Jerry London, Heston went to work on Hugh Holmes' Southern accent. Methodically thorough in preparing for a role, he consulted with Robert Easton, whom he calls "the dialect guru of film, having coached [Laurence] Olivier for his German accent in *Marathon Man*, among many other performers." He also listened to four hours of tape-recorded conversation between Stuart Woods, author of the novel on which *Chiefs* is based, and the Manchester, Georgia, man on whom Holmes is somewhat based.

The TV show, like the novel, is set in the fictional town of Delano. But while the novel placed the town in Georgia, CBS has made the miniseries stateless—"for some obscure and irritating reason," complains Heston.

"I find the character from the specifics about him—the way he looks, the clothes he wears, the watch he carries..." Heston, who as Hugh Holmes wears a mustache and sports Southern-gent attire, springs up and rushes into the back of his trailer to retrieve a blue felt pouch. "See?" he says, displaying the gold pocket watch within—"Hugh's" pocket watch.

"I resonate enormously on these external things. Sometimes things happen that make it unnecessary to act the scene at all. When we were in

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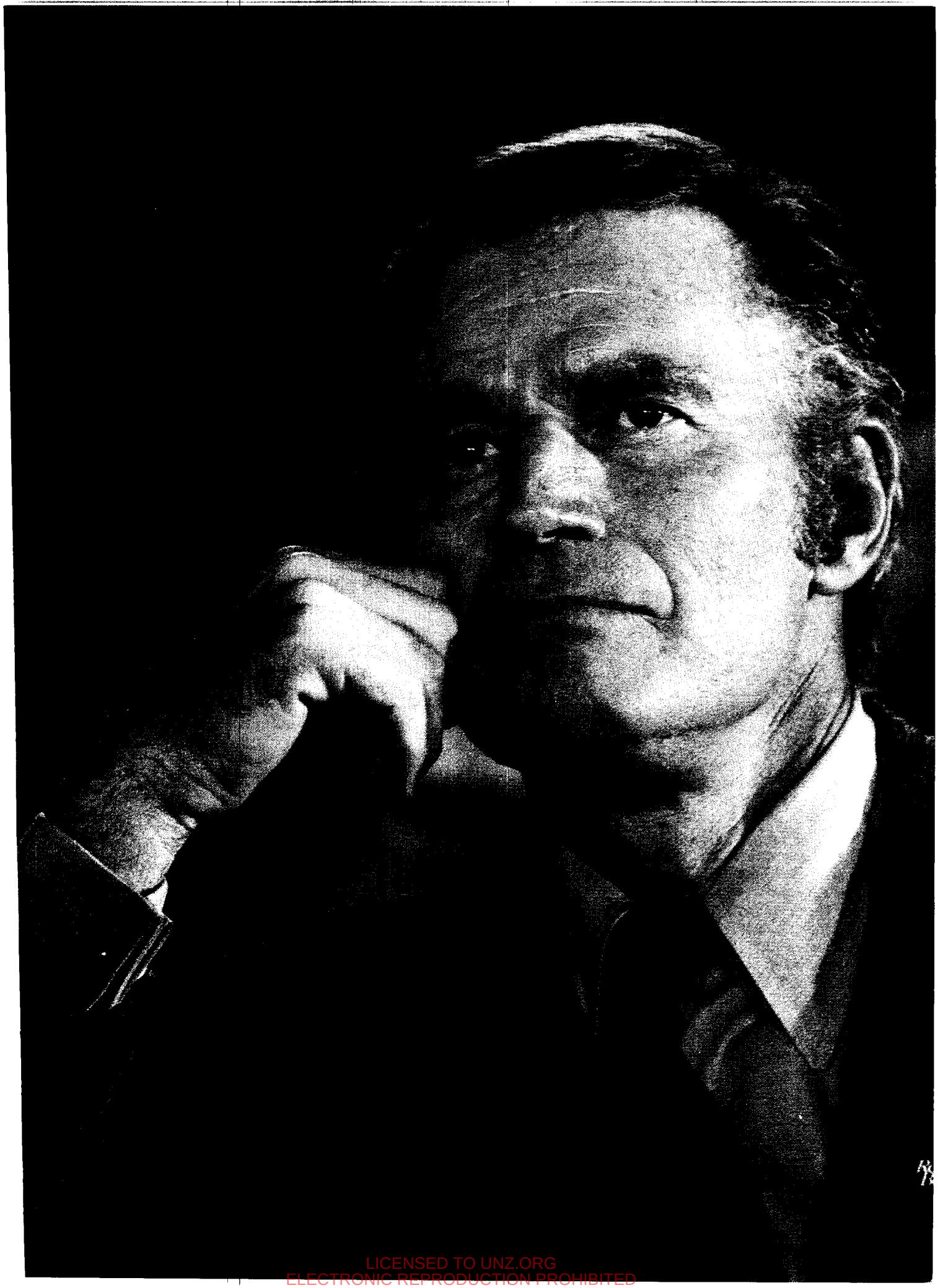

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Peñíscola on the almond coast of Spain, shooting the scene in *El Cid* where we take Valencia, I rode in armor through gates that were in fact built in the 12th century and got off a white horse and climbed circling steps to the top of stone battlements and looked down at 2,000 armed men screaming '*Cid! Cid! Cid!*' Under those circumstances it's not really very hard to feel what it's like to take a city.

"If you get tied up with your own psyche, digging into your own belly button, you may learn something about yourself, but I'm not convinced you're going to find significant creative truth about some other character," he adds. Perhaps this is why Victoria Tennant, who played Robert Mitchum's young British lover in *The Winds of War* and is Heston's surrogate daughter-in-law in *Chiefs*, can say that Heston, like Mitchum, has "nothing to prove... no ego problems."

Actually, some of *Chiefs*' externals did cause Heston to look inward, not self-indulgently, but to recall experiences that would be useful in acting Hugh Holmes. Heston was born in 1924, the time of the first segment of *Chiefs*, so naturally he has no memories of that year. But the red-clay streets that the *Chiefs*' design crew created in Chester reminded him of the unpaved, Great Lakes-gravel-covered streets of the small Michigan town where he grew up. They also reminded him of his visits in the early 1930s with a doctor uncle in Georgia.

"I can remember attitudes, mores, opinions, tensions," Heston says. "I also remember something my uncle used to say when he agreed with you, with a course of action: 'I'll walk with you on that, Fred.' " After authenticating the "Southernness" of the expression, Heston asked that it be included in the script.

"I remember 1945—Part II of *Chiefs*—very clearly," he goes on. "And the last period—1963—I had a certain part in. I was involved in the early civil-rights demonstrations and led the arts contingent in the Washington March in the summer of 1963. I know something of what happened in some Southern towns because I was there in that period. And I think our story is fairly faithful to the realities of race relations in that difficult and sometimes traumatic period."

Heston was among the first film actors to offer public support to political candidates and to make his opinions known on matters of national concern. He supported Adlai Stevenson in both his 1952 and 1956 presidential races against Dwight D. Eisenhower.

"In retrospect," he says, "I think the country was wiser than I. While Stevenson was an enormously attractive man and a brilliant speaker, I don't know if he would have done as well as President as Eisenhower."

Heston campaigned for the victorious Democrat, John F. Kennedy, in 1960, but supported his opponent, Richard M. Nixon, in the latter's successful 1972 contest. He makes no apology for backing Nixon, simply saying, "Consider the alternative [George McGovern]." Adding to this his more recent support of Republican President Ronald Reagan, you're apt to conclude Heston has switched party allegiances and swung ideologically from the liberal left to the conservative right. His opposition to a nuclear-weapons freeze confirms this impression.

"As a matter of fact," Heston says, "I have never belonged to either party. . .and [therefore] I have obviously never been able to take part in primary campaigns." And: "I would be distressed—and I think most prominent Democrats would be distressed—to hear a nuclear freeze described as the Democratic [party] position. I don't perceive it as a partisan issue." Nor does he perceive it as a "gut issue," and he lambastes the actor (not Paul Newman, his pro-freeze opponent in a TV debate on the subject, but someone else) who said it was, and therefore he didn't have to read up on the issue.

"You don't decide important questions with your guts," Heston rails, "you do it with your mind. And you can only use your mind if you inform it."

He feels that actors have the same right as their fellow citizens to take public positions on issues that concern them. But because their access to the media far outstrips that of their fellow citizens, they have a special responsibility to inform themselves. In his case, this means keeping abreast of public-opinion polls, as well as reading biographies to better apply the lessons of history to present-day realities. To bolster his position on the nuclear-weapons question, he cites a recent *New York Times* survey indicating that a majority of Americans feel that the Soviets would try to violate a freeze agreement.

Heston's view of Soviet trustworthiness is either bleak or realistic, depending on your own point of view. The other public positions he has taken and the public services he has performed suggest a far more optimistic and emotional man.

The winner of a special Jean Hersholt Humanitarian Academy Award (in addition to a best-actor Oscar for *Ben-Hur*), Heston led his fellow actors in *Chiefs* through a round of charitable and community-relations events in South Carolina. "Our social calendar has been formulated like a shooting schedule," says *Chiefs*' producer John E. Quill. "We've been involved in charity ball games, a poetry reading—to benefit the Chester library, a tennis match—to aid the Children's School of the Arts in Greenville...spearheaded, I must say, by Chuck Heston, who is absolutely sensational. This working with the community has helped to eliminate all the suspicion that exists between strangers."

Heston's national-scale efforts on behalf of the arts were suggested by his autobiographical book, *The Actor's Life—Journals, 1956-76*. He is, for instance, president of the board of trustees of the American Film Institute, an independent, nonprofit organization whose activities include preserving the film heritage of the past and training filmmakers —especially directors—for the future. Heston has directed films himself, most recently *Mother Lode*, written by his 28-year-old son, Fraser. He insists that the "director is in the end the prime creative contributor to film," and Jerry London, *Chiefs*' director, says that as an actor Heston backs up that statement. According to London, who's in his 40s, Heston is "tremendously respectful—he calls me 'Boss'! —and understanding of my

On vacation or on location, actor Heston attracts fans and fans-to-be by starring in his favorite role —just being himself.

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problems, often suggesting 'Wouldn't it be better for you if I did this...?' "

Heston's participation in the anti-smoking TV spots of the American Cancer Society and those of ASH (Action on Smoking on Health) probably owes a great deal to do with a quietly and simply stated fact: "My father was killed by smoking cigarettes." He says as well that there is "growing evidence that smokers endanger not only their own health...but the health of others, which puts another adjustment on it.

"Everyone," Heston continues, "understands very clearly that one of the reasons why alcohol abuse is such a dangerous social problem is that drunk drivers kill a lot of people. So, too, smokers kill a lot of people in fires." Heston is also "prepared to believe" that ambient cigarette smoke may be as harmful to nonsmokers as it is annoying, though he officially reserves judgment pending further testing.

In addition to being a lifelong nonsmoker himself, the 6'2" actor keeps his weight at roughly 200 pounds through a rigorous program of diet and exercise. "My living very much depends on maintaining something like athletic condition," he says, "and that's as true now when I'm playing a man of 76 as when I was playing Ben-Hur. You use your body, it's your prime tool....So I do a workout of about an hour and a half each day, not all at once but throughout the day, including 300 sit-ups in sets of 60, leg lifts, stretching."

The advantages of these exercises is that they can be done anywhere, even when Heston is on location thousands of miles away from the weights of the gym in his Los Angeles home. "Though," he adds, "you can play tennis anywhere in the world and get a h— of a good workout at it."

Tennis is a passion with Heston—he has a backyard court—and it's so enjoyable that he wonders if it should even be counted as conditioning. "I was raised in the dour Scots' conviction that if it's any fun it can't be doing you any good."

That's one reason Heston eats only fresh fruit for dessert; another, much more scientific, is his avoidance of empty calories. Yet he will confess to a weakness for peanut butter—"a holy substance and I will brook no argument on the subject"—and single-malt Scotch.

Heston's private life is shared with Lydia, his wife of almost 40 years, and their two children, son Fraser and 21-year-old daughter Holly Ann. He met—and acted with—Lydia at Northwestern University, and following completion of their studies and his tour of duty with the U.S. Army Air Force, they both pursued careers as performers, she under the name Lydia Clarke. Though Lydia retired from acting in the early '50s, she nonetheless remembers well her former preoccupations and the pressures of a performer's life.

"I think it is almost certainly harder for an actor to be successfully married to a civilian," says her husband. He attributes their successful marriage to "a degree of mutual tolerance and a willingness to at least sometimes subordinate your own choices to the other's choices. And a sense of humor, and—" He's obviously been asked for marital prescriptions many times before, and seems to rack his brain for some previously overlooked ingredient. "And of course," he deadpans, "an essential ingredient in a successful marriage is a superb husband."

Mutual tolerance, compromise and humor were also part of Heston's "remarkably good" working relationship with his son on the set of *Mother Lode*. "People have asked, 'Didn't you ever disagree?' " the senior Heston says. "Well, *of course*, we disagreed; it's part of the creative relationship. As somebody said, 'Reasonable men can reasonably differ,' and both Fraser and I are reasonable men. I found that, if anything, it was easier to resolve creative differences with him than with some of the people I have worked with."

He admits he's "very relieved that my daughter seems absolutely determined against a career in films. I think films are much tougher on women than men—and that is not a sexist remark. There are simply fewer parts available to them—fewer jobs of any sort—and the pressures are enormous and of a kind that unfairly bear on women."

In any case, Holly Ann Heston is completing a year of study in Paris at the Sorbonne before taking a degree in history of art at Pepperdine University. And if she moves ahead with her plans to go into museum or gallery work, she will be following in her mother's footsteps much as Fraser is following in his father's.

"Lydia began taking pictures while still acting," Charlton Heston explains, "then started doing so professionally more than ten years ago. Her subjects are mostly people, and she's had a number of exhibitions.

"She uses the name Lydia Clarke Heston," he says, as if he didn't expect it and hardly deserves it, "which I take as a compliment."

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BOOSTING BABY'S IQ

Please don't eat the flash cards, baby, because earlier is better for learning languages and a lot of other things, mothers are told.

by Joni Winn

Illustrated by Don Trawin

Dr. Glenn Doman wants every child in the world to be a genius.

Not only is Doman convinced that every child *should* be a genius; he's certain each one *can* be. As proof, he has dozens of little geniuses padding about his Philadelphia "Institutes for the Achievement of Human Potential," a campus where mothers bring their children for achieving just that. He also teaches thousands of parents exactly how to make their children into geniuses through the Better Baby Video course.

The kids' IQs range from 178 to a stratospheric 220. Take a little Italian two-year-old whose mother gave him a U.S. map shortly before they moved here. She told him to memorize all the states. Doman is not at all surprised that the little lad even memorized all the counties.

On tape, nine-month-old Derek Katz selected Matisse' *Yellow Dress* from a series of ten prints. Another nine-month-old, Elise Mathews, solved the equation $78-1-2-3-9=X$ by crawling to two cards, one covered with 54 dots and one with 63, and slapping the latter. $42 \div 3$? Easy. Elise picked the card with 14 dots. And she could do this sort of thing over and over.

One tot leaped gleefully from country to country on a giant world map. He found it just as simple when asked in Japanese as when the questions were in English.

Thirty-month-old Erin Burchfield was asked who was vice president when President Kennedy was assassinated. "Lyndon Johnson was," she chirped, snatching his picture from a group of politicians' photos. Erin skipped out into the sea of observing parents and handed the card to a man. "What state was he from?" mommy went on. Erin laughed and surprised everyone. "He can look on the back and read it," she said. "Texas."

Little Dylan Leber, 32 months, can correctly identify the molecular structure and smells of such chemicals as beta keratin, camphor, limonene and dextropimaric acid.

Doman began his program 40 years ago when he was working with brain-damaged children. And indeed, these are the kids he is most proud of today. When he realized a severely brain-injured two-year-old could read at an eighth-grade level with total comprehension, he decided, "Either it's good to be brain damaged, or [healthy] children aren't doing as well as they ought to be." He wondered what would happen if he applied his methods to average children. The results have catapulted Doman into the center of controversy. Mothers hail him, certain professionals hate him and children—they just quietly bound over their peers as a result of his program.

As test scores plummet across every part of America and kids graduate from high school illiterate, Doman babies are being groomed for exactly the opposite. It's called "The Gentle Revolution."

Many experts would agree with psychology professor Bernard I. Levy of George Washington University, who says, "Many of us with eight cylinders are probably using only six." And Levy applauds efforts to reach

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greater potentials because "society requires more and more savvy." But he questions the accuracy of assessing infant IQs.

Doman is not discouraged by such challenges, however. He believes in his program 200 percent. He is a blustery, jolly sort of chap, like a cross between Henry Higgins and Santa Claus. His robust enthusiasm endears him to eager-eyed parents who follow him as a modern Pied Piper. "Domanism" has in fact become a cult, and two of his books *(How to Teach Your Baby to Read* and *Teach Your Baby Math)* are virtual bibles for some Better Baby Video graduates. But separated from its fanatics, there's still tremendous success that cannot be ignored even by his challengers.

Doman takes great delight in mocking those who mock him. "People come up to me and say, 'About your theory'—well, theory, my foot! We've been doing this for 40 years! Would you go up to the Wright brothers and say, 'About your theory'?"

The $500 course addresses several areas of development. Parents across the nation spend 40 hours in a classroom studying each topic in depth. Intensity is high, temperatures are low: Doman believes a 62° F. room raises IQ. Referring to the high scores astronauts achieve in cool environments, he says, "Three groups understand this—Nobel Prize winners, NASA and all parents."

Parents study the five sensory pathways into the brain. Doman believes in early development of all of them, as they enhance one another. (You can't taste as well when you can't smell, etc.) "In 90 seconds a child puts his toys through every scientific examination he can," Doman says. "People expect a rattle to entertain a baby. Let me ask you this: How long should *anyone* look at a rattle?"

Because a baby's visual pathway is immature, he can't read conventional books. Doman says television "broke the code" by displaying names of soft drinks and gas companies in large, bold, repeated lettering. So Doman teaches parents to make flash cards ("bits of intelligence") in a similar fashion. The parents flip through them in front of their children amid great cheering and excitement. If nothing else, the baby is captivated by mommy's emotional fireworks. "Wow! Hurray!" Doman says each bit of information can be imprinted on a child's brain and that the more he absorbs, the more intelligent he'll be.

Even newborns can develop visual pathways, Doman says. He suggests turning lights on and off so the infant exercises his reflex to light. Then, instead of using subtle pastels on the walls, Doman suggests high-contrast shapes in black and white.

"How many adults can recite one poem they learned in the last six months? Conversely, who cannot recall 50 poems they learned prior to age six? And how many nights did you sit up learning 'Ring Around the Rosy'?" Doman asks.

Reminding the class that 70 percent of all geniuses could read before going to school, and because he believes children will always select the activity of highest complexity, Doman tells parents to teach kids not only to read "hat" and "cat," but fun words like "spaghetti" and "hippopotamus."

However, the program goes far beyond reading. Toddlers see 11-inch-square flash cards of cats, famous historical figures, musical notes, coins, parts of the anatomy, mathematical angles, birds, constellations, flowers, pieces of hardware, flags, metric containers: You name it. Then instead of saying, "Look at the bow-wow," Doman kids say, "Look at the Gordon setter."

Their early math training consists of 100 white cards covered with red dots. When babies learn the numerical quantity before its symbol, they can solve equations instantly, as computers do.

"All you're doing is driving mothers and babies together," Doman was accused. Today he crows over that charge. "If someone writes that on my tombstone, that's good enough for me," he says.

Parents frantically comb bookstores and teacher's-supply houses for large, clear pictures they can cut and paste onto bit cards. Some parents show hundreds of bits a day.

The bits are interspersed with another facet of the program: physical development. Because Doman believes that when you improve one function of the brain you improve them all to some degree, he urges parents to encourage early walking.

Doman is adamant about letting children creep and crawl. Skipping this vital step in development can lead to reading difficulties. As proof, he tells of the primitive Xingu tribe in Brazil. Because of poisonous plants, harmful insects and other dangers on the ground, mothers carry their babies until the children can walk. Consequently, the Xingu cannot converge their vision in order to read, and thus have no written language.

Mothers who enjoy carrying their babies in a pouch deprive them of the chance to crawl, just as the Xingu do, explains instructor Tom Tindall. "We're not saying you shouldn't be close to your child. But get down on the floor with them. Be with them *there*." Doman even advocates letting your child sleep on the floor and have one room that's all his, safe for mobility. "After all, you give your car one room."

So parents are told to show bits, teach music, do physical exercise, teach reading and teach math at various intervals. Small wonder some parents feel they need an egg timer to go off every five minutes so they won't miss the next category. It's overwhelming to some. Bonnie Ayers, a Better Baby Video graduate from North Hollywood, California, admits she just can't do it all, primarily because she also works full time away from home. "I'd love to be a professional mother, but I find it incompatible with being a career woman." Still, she calls the Doman method an incredible program. "It's like finding a gem. It is so valuable that I will not give it up. If [children] are a lot better off with a lot, they'll be a little better off with a little."

Where many parents draw the line is at Doman's suggestion that parents teach their kids entirely at home instead of sending them to school. During the course' taping, bus drivers were on strike in Philadelphia. Doman said, "I vacillate between thinking, 'Isn't it awful the kids aren't going to school?' and 'Isn't it marvelous the kids aren't going to school!' " And he is fond of Mark

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BOTTS AND THE BIGGEST DEAL OF ALL

The world's greatest salesman was face to face with the world's toughest customer.

by William Hazlett Upson

Illustrated by Walter Skor

EARTHWORM TRACTOR COMPANY
INTERDEPARTMENTAL
COMMUNICATION

To: GILBERT HENDERSON,
PRESIDENT
EARTHWORM TRACTOR
COMPANY
EARTHWORM CITY,
ILLINOIS

From: ALEXANDER BOTTS,
FORMER SALES MANAGER
EARTHWORM TRACTOR CO.
WINNIPEG HOTEL
WINNIPEG, CANADA

Date: MONDAY, APRIL 23, 1956

Dear Henderson: It has occurred to me that, in my somewhat hasty letter of resignation last week, I may have failed to explain the exact reasons for my drastic action. If this neglect has caused you any worry or distress, I am sorry. And I hasten to assure you that I am not mad at you or at the Earthworm Tractor Company. My only reason for quitting is to give me greater freedom of action, to permit me to operate without being hampered by foolish orders and senseless restrictions from the home office and thus to enable me to do a far better job in promoting the company's interests.

After I complete my operations here in Winnipeg, you will be so impressed by my success that you will undoubtedly want me to resume my position as sales manager. And it is possible, if I am sufficiently urged, that I might accept. Thus it would be much better if you did not hire anyone to take my place. I would not want you to be embarrassed by having to fire a new sales manager almost immediately after hiring him.

As I am now a free man, no longer subject to your orders, I do not need to tell you anything I am doing. However, in view of our long friendship, and because you are undoubtedly interested, I will give you a brief report of my recent activities.

You will doubtless remember that about two weeks ago you received news that Mr. George Buttrick, of the Buttrick Mining Company, Winnipeg, Canada, was planning to buy a million dollars' worth of excavat-

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ing equipment from the Jumbo Wheel Tractor Company. You promptly directed me to rush up here to Winnipeg and help our dealer get the order shifted to Earthworm. You will also remember that instead of obeying your hasty directive I first visited one of Mr. Buttrick's mining properties in the state of Maine. And it is well I did so. I picked up a lot of information about Mr. Buttrick's background. And I made $10,000 on a gravel contract—of which I still have $6,000 available after setting aside a reserve for taxes.

Thus, when I finally reached Winnipeg this morning, I arrived amply supplied with both information and funds. I promptly called on our Winnipeg dealer. And I found him sunk in despair.

"That million-dollar Buttrick order," he said, "is blowed up, gone with the wind, down the drain and lost in the deep blue sea! The biggest order I ever worked on—and now it is sunk without a trace."

"Come, come," I said. "It can't be that bad."

"It is, Mr. Botts. This man is the toughest customer I ever ran into. In the first place, he's a really big operator—has made millions in stock-market speculation and financial manipulation. Apparently he avoids taxes by capital-gains setups. And he owns enormous mining properties in both Canada and the United States. But that's not the worst."

"Go on," I said.

"Mr. Buttrick is not really a mining man at all. He has no practical knowledge or experience of mining operations. But he has been so successful in financial matters that he thinks he knows everything. He's obstinate, opinionated, conceited, arrogant——"

"They told me all that in Maine," I said. "What I want to know are the latest developments on this million-dollar tractor deal. Just why does Mr. Buttrick need so much equipment?"

"He has recently acquired some big mineral deposits in British Columbia at a place which he has named Buttrick Canyon."

"What kind of minerals?"

"Various rare metals used in the defense industry. I forget what they are called, but that is not important. What matters is that Mr. Buttrick is in a hurry to build an airstrip, so he can fly in supplies and equipment. Later there will be an enormous open-pit mine, and a big mill to concentrate the ore."

"The concentrate will be brought out by plane?"

"Yes."

"Just where is this Buttrick Canyon?" I said. "Can he build a road in to it?"

"He claims the country is too rough." The dealer turned to a wall map and put his finger on a dot in northern British Columbia between the Alaska Highway and the Pacific coast. "That's the place," he said. "Completely surrounded by mountains and canyons and jagged rocks."

"No roads anywhere near?"

"Just a few mountain trails—almost impassable. The only inhabitants are a few Indians and trappers. There's a rumor that the government is planning a radar station somewhere in the region. But there are no towns, no settlements. The mineral deposits were found by a lone prospector. Mr. Buttrick bought him out and then sent in a party of mining engineers. They have just made their report, and it is so favorable that Mr. Buttrick has decided he is going to go ahead in a really big way."

"In country as rough as that," I said, "it's going to be pretty hard to build an adequate airfield—maybe even harder than building a road."

"That's what I told Mr. Buttrick, but he is too stubborn and opinionated to listen to me. He says there is a flat area several miles square right next to the canyon. All he has to do—or so he claims—is to clear off the trees, and he'll have a first-class landing field."

"All right," I said, "if that's what he wants, we'll sell him a fleet of our Earthworm tractors, bulldozers and whatever else he needs. He can ship them by railroad to Dawson Creek, run them up the Alaska Highway about as far as the Toad River and then drive them overland the last hundred miles or so to Buttrick Canyon."

"By strange coincidence, Mr. Botts, that's exactly what I told him myself."

"Good for you," I said.

"I even presented him with a detailed order for Earthworm equipment I thought he would need—just over a million dollars' worth."

"What did he say?"

"He told me I was crazy. He said no tractors could possibly get through those mountains."

"Of course, they can," I said. "I've never been to Buttrick Canyon, but I know in general what that region is like. I was up there in 1942 when we were building the Alaska Highway. And I know we can get through."

"That's what I tried to tell him, Mr. Botts, but he said he wouldn't dream of wasting any of his money on any such off chance—especially since the Jumbo Wheel Tractor Company has offered to do the whole job entirely at their own expense."

"Listen," I said, "those miserably built Jumbo wheel tractors could never get in there in the first place. They're no good in rough country. They could never get through the mountains."

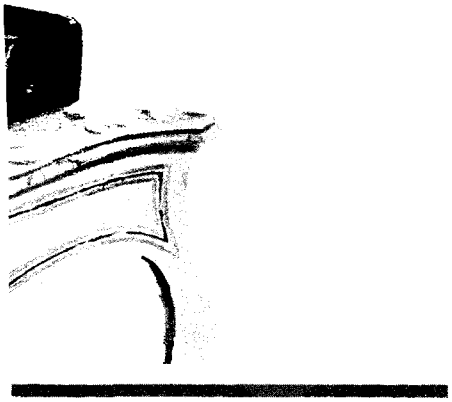
"They don't have to get through the mountains, Mr. Botts. The Jumbo people are planning to fly their equipment in."

"If there is no airfield, how are they going to land? On a lake? On a river? Or will they use helicopters?"

"There are no lakes or rivers nearby, and I understand they can't hire enough helicopters. So they're going to take their tractors and other machines apart, drop them by parachute in small packages and then reassemble them on the ground."

"That's going to cost a lot of money," I said. "Just why are the Jumbo people doing it at their own expense?"

"They're so crazy to get this Buttrick order that they have made all kinds of concessions. They even offered a 25 percent discount. But that wasn't enough to satisfy Buttrick. He demanded a free demonstration. If Jumbo will build an airstrip at Buttrick Canyon and get it finished



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ahead of anybody else, he says he will give them the million-dollar order and pay for the airstrip besides."

"Did he make the same offer to you?"

"Yes. He even gave me a set of specifications for the airstrip he wants—500 feet wide and a mile long. The trees and the fluff and duff have to be cleared off and the hardpan has to be leveled. If pavement is necessary, he'll put that in himself later."

"Very generous of him," I said. "What did you tell him?"

"I told him I simply could not afford, as a dealer, to go to any such expense on the mere chance that I might get his order."

"So the deal is off?"

"Yes. I understand several other tractor companies have turned him down too. The Jumbo dealer is the only one who is going ahead. Apparently the president of the Jumbo company is financing him—which is more than the Earthworm president will do for me."

"You have taken this up with Mr. Henderson?"

"Yes. After my interview with Mr. Buttrick I sent a wire to Mr. Henderson asking if he would finance this proposition. He turned me down flat."

"He would," I said.

"However," said the dealer, "you are the sales manager of the company. You have influence with Mr. Henderson. Maybe you could persuade him to help out."

"Not a chance," I said. "In the first place, I am no longer sales manager. In the second place, I have no influence with Mr. Henderson. And, in the third place, nobody in the world could ever persuade Mr. Henderson to take any such sporting chance as this."

The dealer looked at me in amazement. "You mean to tell me that you are no longer sales manager of the Earthworm Tractor Company?"

"That's right. I resigned last week."

"Then what are you doing here? Why are we discussing company affairs?"

"I am now in business for myself," I said. "I am an expert adviser on tractor problems, a counselor on sales promotion and a business consultant. I shall be delighted to take over your entire campaign for this million-dollar order."

"You can have it, Mr. Botts. I have given up. I know when I am licked."

"I shall have to ask a small commission," I said. "Now that I am no longer on the Earthworm payroll, I have to earn my own way. If I am unsuccessful, you will owe me nothing; I will even pay my own expenses. If I land this million-dollar order, you will owe me a commission of 1 percent. That will be $10,000."

"If you actually land this order, Mr. Botts, I will be happy to pay you a whole lot more than that."

"I shall be delighted to take over your entire campaign for this million-dollar order."

"No," I said magnanimously, "I am not an avaricious man. All I want is the thrill of putting across an exciting deal plus enough money to cover expenses and provide sufficient funds for the next venture."

The dealer looked at me with admiration. "For anyone so generous and unselfish, Mr. Botts, you are incredibly self-confident—almost conceited. Here I have completely given up hope on this deal, but you talk as if you are certain you can put it across. What are you planning to do? Just how are you going to go about this thing?"

"Frankly, I don't know," I said. "All I can do is use the same methods I have employed in the past. I will turn this matter over and over in my mind. I will let it soak into my subconscious. I will examine all aspects of the situation. And in time I'm sure I will come up with a solution."

"It sounds pretty hopeless."

"Not at all," I said. "In the course of our conversation, I have fitted together certain disjointed facts you have given me. I have related these to certain other facts I have learned in my long experience in the tractor business. And already a vague pattern has begun to emerge—the first faint glimmer of what may turn out to be the dawn of a brilliant idea. And now I would like a copy of that million-dollar order and a copy of Mr. Buttrick's airstrip specifications."

"Here you are." He handed them over.

"Thank you," I said.

My next move was a visit to the office of the Buttrick Mining Company. Here I learned that Mr. Buttrick is in Labrador, so I would have to wait until his return on Monday, May 7.

After learning this disappointing news, I called at the establishment of the Winnipeg dealer of the Jumbo Wheel Tractor Company. Instead of going in the front door, I circled around to the rear and discovered a group of mechanics taking apart a big Jumbo wheel tractor. In a casual way I engaged one of the mechanics in conversation, and was told that this was one of a large fleet of tractors and scrapers that was to be flown piecemeal and dropped by parachute at Buttrick Canyon.

The mechanic said it was a rush job. But part of the equipment had not yet arrived from the factory. And there had been a delay in arranging for cargo planes. So the big airlift could not possibly get started until about May 10. This was indeed good news. While Mr. Buttrick was in Labrador, I would have two weeks to prepare my sales campaign. And after his return I would have three whole days to work on him before the Jumbo people got started.

I returned to the hotel to meditate on the situation. For a few minutes I considered calling you, Henderson, by long-distance telephone and asking you to instruct our service department to disassemble, fly to Buttrick Canyon and drop by parachute sufficient equipment to build an airstrip ahead of the Jumbo company. If you really got busy on this I knew you could do it. But I refrained from calling you, first, because I know you dislike emergency long-distance telephone calls, and second, because I realize you are too timid and too conservative to spend the large amount of money this operation would require.

Besides, I had by this time dreamed

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up another more promising idea. I had remembered that an old friend of mine, Col. Angus MacNab, of the Canadian Army Engineers, lives here in Winnipeg. In the old days Angus and I were associated on the Alaska Highway, the Canol Pipe Line and other military and construction projects. More recently he has worked on airport and other construction jobs for the Aircraft Warning Service. But, wherever he is, he always seems to be in charge of a lot of heavy equipment. And he and I have often helped each other out. On various occasions I have lent him a few extra Earthworm tractors. At other times he has returned the favor. And once—believe it or not—he used one of his large helicopters to pull one of my tractors out of a mudhole. It occurred to me that good old Angus might be a real help in the present emergency.

I called on him. I explained the entire situation. And together we evolved a plan of action that is almost certain to land that million-dollar order for the Earthworm company.

This plan is so simple and yet so beautiful that I would like nothing better, Henderson, than to explain the whole thing in this letter. However, the methods we are going to use involve one of the most closely guarded secrets in the entire Canadian Army. This means that I must maintain complete silence. And you, Henderson, must control your curiosity for the next two or three weeks—at the end of which time I hope to send you a sensational report of complete success.

In the meantime, I wish to remind you of your good fortune in having a sales manager who has the foresight to resign temporarily from his position. It is possible that my operations here might involve the expenditure of several thousand dollars. And, as long as I am unable to tell you exactly what I am doing, I doubt very much if these expenses would be O.K.'d by the company comptroller or by you, Henderson. Consequently, if I were still sales manager I would be in serious financial difficulties. Having resigned, however, I can get by very easily. I will make up the deficit by accepting from our dealer the $10,000 commission that I have previously mentioned, and that I naturally could not accept if I myself were still sales manager.

With this happy thought I will close.

Most sincerely,
ALEXANDER BOTTS

EARTHWORM TRACTOR COMPANY
EARTHWORM CITY, ILLINOIS
OFFICE OF THE PRESIDENT

Wednesday, April 25, 1956

Dear Botts: Your letter is here. And, for once, I agree with much that you have to say. Neither the company comptroller nor I would even consider passing an expense account from you or anybody else when it involves the outlay of thousands of dollars for activities claimed to be so secret that they could not even be described.

"Pushing past the receptionist, I burst into his private office completely unannounced."

You are also right in assuming I would never authorize the expenditure of large sums of money to fly a lot of equipment into the wilds of Canada on the mere chance that we might thereby make a sale.

Your glib talk about military secrecy does not sound to me like a legitimate attempt to keep valuable information from an enemy power. It seems more like something you dreamed up to hide embarrassing facts. I can well believe that your friend, Col. Angus MacNab, may have succeeded in pulling a tractor out of a mudhole with a helicopter. But it would take more than Colonel MacNab and a whole fleet of helicopters—if that is what you have in mind—to fly in enough equipment to build an airstrip a mile long in any reasonable length of time. Also, it would cost more money than the $6,000 you say you have on hand plus $10,000 you expect to receive from our dealer. However, it's your misfortune and none of my own.

In closing I feel it is my duty to tell you that we cannot hold the position of sales manager open for an indeterminate length of time, as you seem to expect. We are therefore accepting your resignation.

Most sincerely,
GILBERT HENDERSON, President,
Earthworm Tractor Company

Winnipeg Hotel,
Winnipeg, Canada,

Monday, May 7, 1956

Dear Henderson: Your letter arrived in Winnipeg over a week ago, but I have been too busy to answer it until this evening. Now, however, I have plenty of time. My activities in the matter of Mr. Buttrick's million-dollar order have progressed to the point where I am on the very brink of success.

In the two weeks since my previous letter, I have been working hard with good old Angus MacNab. He has co-operated 100 percent. And yesterday we completed all of the preliminary work for one of the most stupendous sales operations of my entire career.

This morning Mr. Buttrick got back from Labrador. This afternoon I called on him. And I am happy to report that I was able to hand him a sales talk so sensational and so effective that I will now quote it in full, so that you, Henderson, and the boys at the office may have an authentic example of how a real salesman handles a big deal. Realizing that Mr. Buttrick is a self-important stuffed shirt who is too impatient to listen to a logical and reasonable presentation, I decided to make my remarks so apparently outrageous that he would be tricked into listening and answering back. In order to make my entrance as dramatic and interesting as possible, I ignored the usual formalities. Pushing past the receptionist, I burst into Mr. Buttrick's private office completely unannounced. And I started talking at once.

I said, "You want an airstrip at Buttrick Canyon. You are in a hurry. All right, if you will give me the job, I will have the whole thing completed, according to your own specifications, in exactly three days. Think of it—only three days!"

This approach, I am happy to report, was successful. Mr. Buttrick's interest—as well as his anger—was immediately aroused.

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"WHAT'S GOOD FOR GM IS GOOD FOR THE COUNTRY"

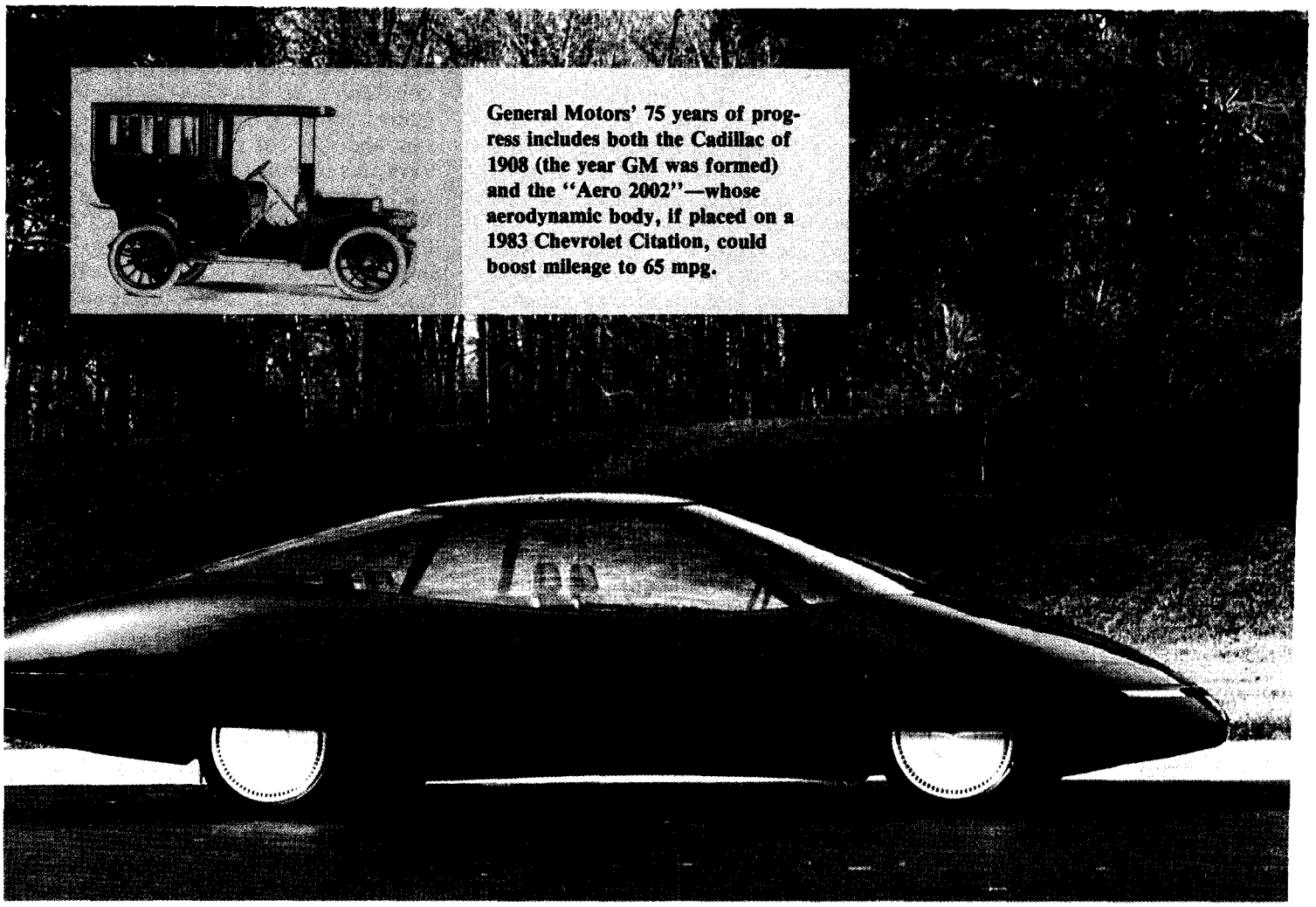
"Engine Charlie" Wilson's prophetic remark finally comes true. The former GM president, Eisenhower's defense secretary, was roundly criticized for his observation, but GM has long pioneered in innovative corporate changes.

by Nick Thimmesch

General Motors is celebrating its 75th birthday this fall at a time when the legendary giant sorely needs a good boost to its morale. The world's largest manufacturer of motor vehicles suffered heavy blows in recent years, and a big party saluting its illustrious history is welcome indeed at GM's venerable grey Detroit headquarters.

However pleased GM might be with itself for reaching 75, it is currently going through a period of agonizing self-examination—what it must do to survive the toughest challenge it has faced in its entire history: world competition. The best bet is that GM will succeed because it has summoned a new determination and is already making sweeping changes in its diverse operations.

At first look, GM appears as solid as the Rock of Gibraltar and as powerful as one of its high-compression engines. It is enjoying a cyclical rebound in 1983, with profits sure to be higher than those of the record year, 1978. Sales are running 18 percent above 1982 and account for 44 percent of all cars sold in the U.S., putting GM far ahead of its nearest competitor, Ford, which has 17 per-



General Motors' 75 years of progress includes both the Cadillac of 1908 (the year GM was formed) and the "Aero 2002"—whose aerodynamic body, if placed on a 1983 Chevrolet Citation, could boost mileage to 65 mpg.

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cent. Moreover, GM's stock price has doubled since early 1982. Its empire of 149 facilities stretching across 40 countries and employing 672,000 men and women is a 20th-century wonder to behold.

Nothing in our time has seemed so certain as GM. In its 75 years, it has: survived financial crises in 1911 and 1920 that threatened to put the then young automaker under; struggled to overcome the 13-1 sales advantage Ford held over Chevrolet going into the '20s; managed to actually grow during the Depression; totally converted to military production in World War II, and switched just as quickly back to successful civilian output afterwards; and congratulated itself justifiably in 1967 when it built its 100 millionth U.S.-made vehicle.

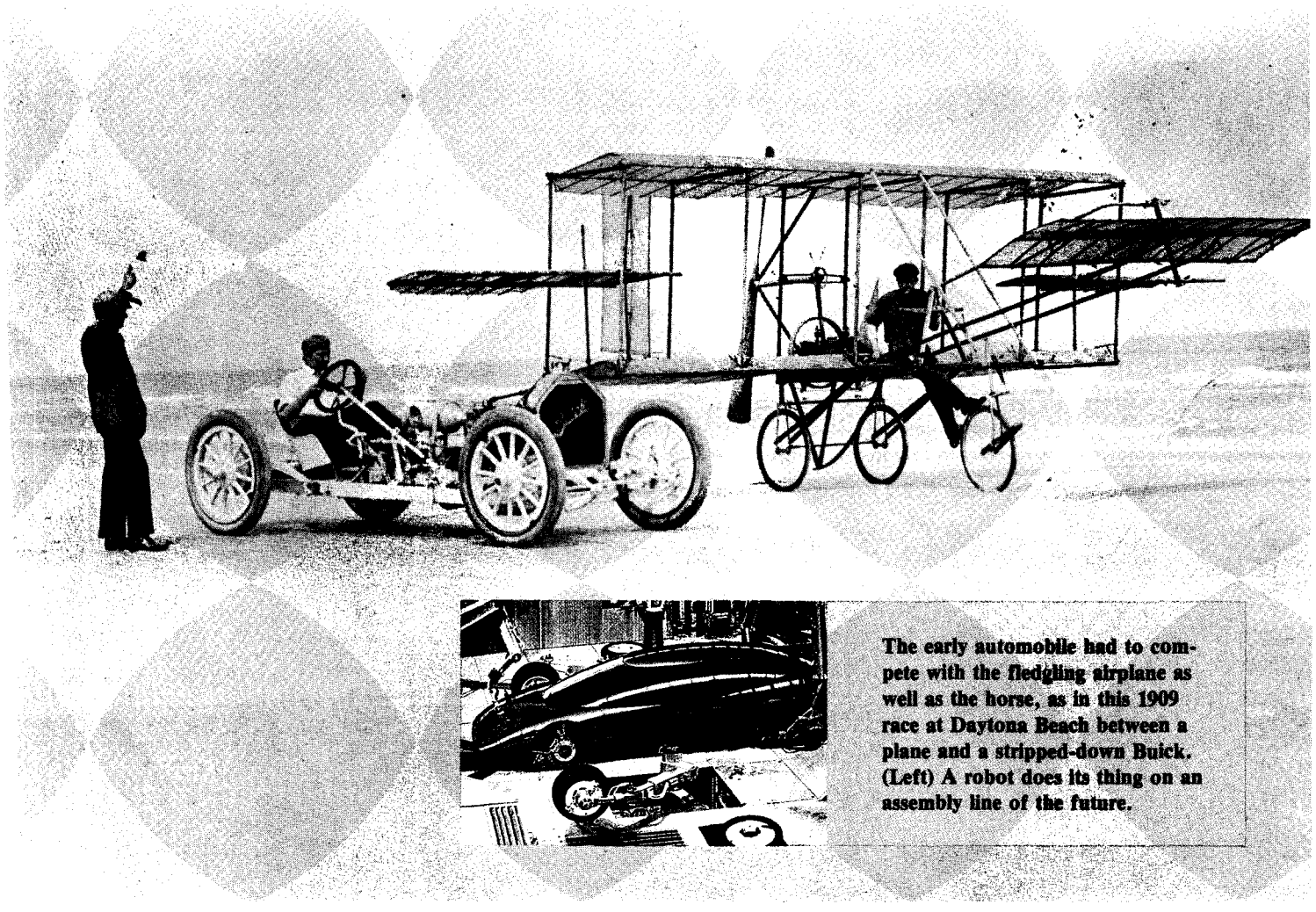
But GM lives in an entirely different world today than it did even as recently as Jimmy Carter's presidency. "Self-assurance at GM has been greatly reduced in the last four years," says Howard H. Kehrl, vice chairman, who has been at GM 35 years.

The men who share the driver's seat in General Motors' journey into tomorrow: Roger B. Smith, chairman (left), and F. James McDonald, president.

This candor from the highly respected Kehrl is typical of what is being said in the highest echelons of GM these days. GM's leadership can still exude the optimism so familiar in this industry, but it is leavened by the realization that it has its work cut out. The new brand of optimism is based on GM's ability and willingness to make big changes, thus enabling it to meet the challenges that seem to be overwhelming the entire U.S. auto industry.

In GM's case, it is not its old adversaries, Ford and Chrysler, that are occupying its thoughts. No, GM now is confronted—as are the other U.S. automakers—with a plethora of obstacles.

If Japan appears to be the foremost headache, the developing world auto market is the greatest challenge. For decades, Detroit enjoyed the reassurance that U.S. automakers outproduced the rest of the world's nations put together. Then, in 1958, U.S. and Canadian production fell below half the



The early automobile had to compete with the fledgling airplane as well as the horse, as in this 1909 race at Daytona Beach between a plane and a stripped-down Buick. (Left) A robot does its thing on an assembly line of the future.

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world's total for the first time. The rest of the world had moved from walking, to bicycles, to motorbikes, to that incredibly popular mode of free, personal travel—the automobile, of course.

In the '60s, it was the traditional European automakers, primarily Volkswagen, that kept Detroit alert to the new reality. By 1970, however, Japan was challenging the Europeans and reversing its reputation for poor workmanship. Drawing heavily on the research and advice of Dr. W. Edwards Deming, the American genius on industrial quality control, the Japanese amazed Detroit. Worse yet for Detroit, the lower wages, teamwork and productivity of Japanese auto workers made it possible for Japanese subcompacts to enter the U.S. with an estimated cost advantage of $2,000 over U.S. models. Indeed, by 1980, Japan was the world's leading producer of automobiles.

Equally vexing for GM is the destabilizing effect of the supply and price of gasoline, and the federal government's requirements for CAFE (Corporate Average Fuel Economy), which, by the end of 1983, must be 27 miles per gallon.

Until 1974, Americans enjoyed extraordinarily cheap gasoline and also showed a strong preference for larger cars with spare power for acceleration. The 1974 energy crisis pushed many Americans into smaller cars; but as fuel prices tapered off, they went back to their larger cars. A second oil shock in 1979 again sent Americans scampering to smaller cars (which Detroit was short of because of consumer preference for larger ones), and Japan had them.

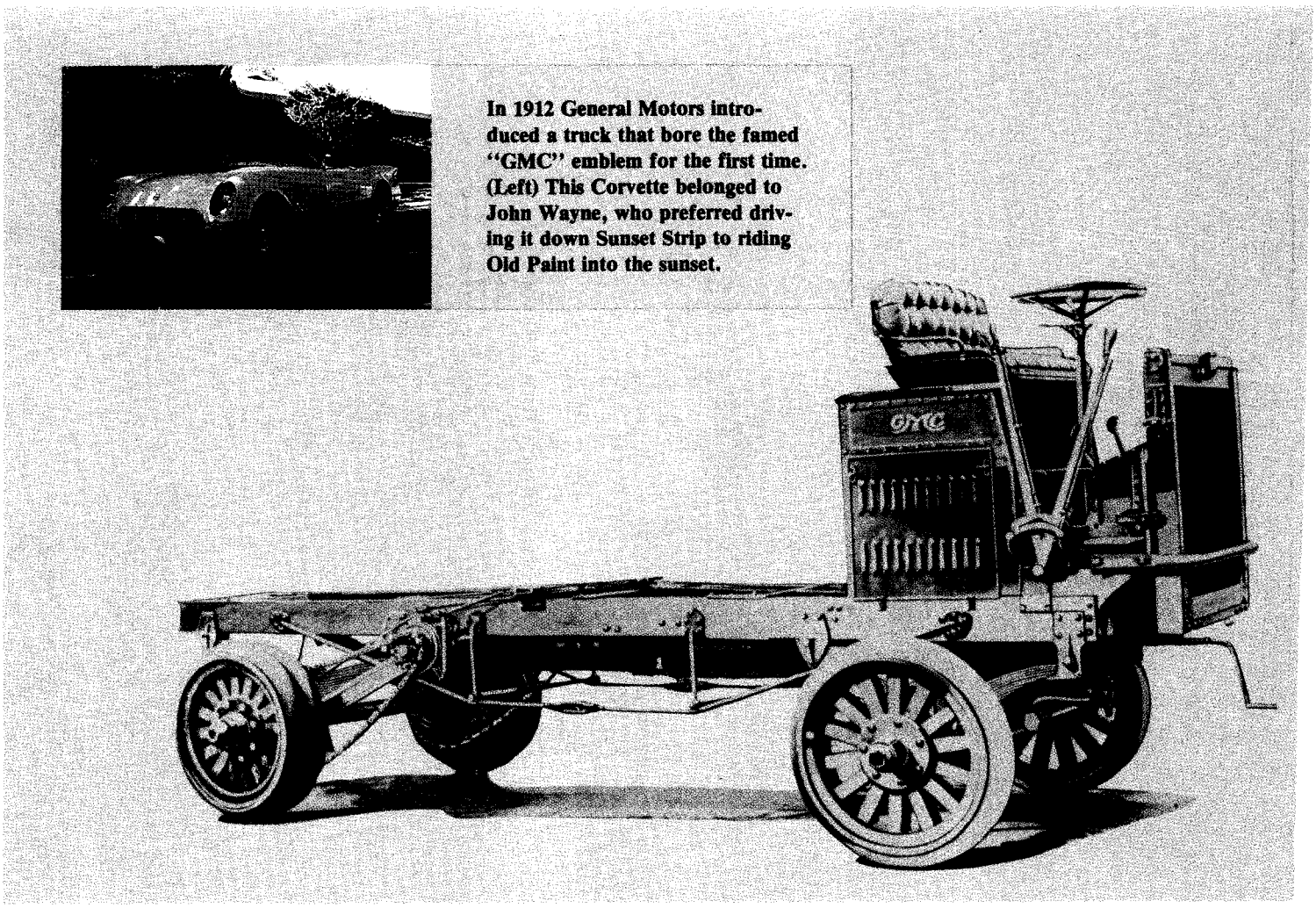
Caught for the second time in five years by the gyrations of the gasoline market, Detroit and GM were roundly criticized for not having the "right" cars. Japan's share of the U.S. market climbed to 22 percent by 1982. Since Japan specializes in smaller cars, it doesn't have to worry about CAFE as U.S. automakers do, especially GM, which is enjoying brisk sales of larger cars in 1983.

Doomsayers began speculating on the demise of the U.S. auto industry, permitting, in their optimistic moments, the notion that GM might survive in shrunken form. Some even prophesied the end of American "smokestack" industries and urged the government to subsidize "high technology" so the U.S. economy could be saved.

"Such predictions are a joke," says Kehrl. "There's no smoke coming out of the stacks anymore anyway because of federal regulations. Those pessimists don't understand that the auto industry, particularly GM, is utilizing a great deal of high technology itself.

"In the '70s we responded to the safety, environmental, and fuel-economy regulations of the government. Now we are occupied with changing our plants, getting our employees to work in teams and making great improvements in technology and product. We'll have the best."

In 1912 General Motors introduced a truck that bore the famed "GMC" emblem for the first time. (Left) This Corvette belonged to John Wayne, who preferred driving it down Sunset Strip to riding Old Paint into the sunset.



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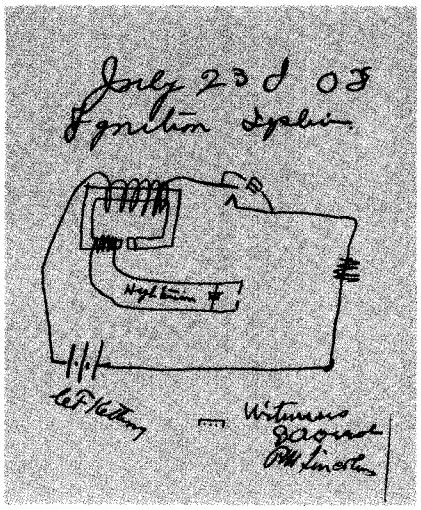
If a person familiar with the GM of 20 years ago left and came back now, he would be startled with the enormous changes. GM is spending some $40 billion in the 1980s to build "megaplants," is deeply involved in a "Factory of the Future" project designed to wring billions out of GM's production costs, and is plunging even deeper into new automation, including a vigorous robotics program.

"American industry was always better developing innovations than implementing them," says Robert J. Eaton, vice president in charge of the Advanced Product and Manufacturing Engineering staff. "Competition is changing—we're implementing."

One implementation is to consolidate GM's far flung manufacturing facilities into highly integrated car-making complexes like Buick City at Flint, Michigan. At a cost of $300 million, Buick is drawing its stamping and assembly plants close together and providing land for outside suppliers, who will also move close in. The result will be lower inventories, improved productivity and lower manufacturing cost. Currently, a fender goes through 22 steps from stamping plant until attachment to the car. Buick City's managers promise that will be cut to 6 and assembly time for cars will drop sharply from 48 hours to 19.



C.F. Kettering's crude drawing of the revolutionary self-starter, which marked the start of women's liberation.

(Editor's note: As a counter movement to this effort, many U.S. suppliers are locating their efficient U.S. plants overseas in low-cost labor areas to compete for interchangeable "world car" parts. Indeed, U.S. car manufacturers can buy car parts from foreign suppliers, including sophisticated assemblies from Third World countries.)

"We benefit from shorter supply lines," Eaton explains, "because if you have a quality problem, you can catch the offending part sooner."

Eaton also heads GM's "No Car Year" program, an across-the-corporation effort to develop a small car that will compete in cost and quality with anything Japan exports—and knock off that $2,000 advantage. Eaton is under orders to

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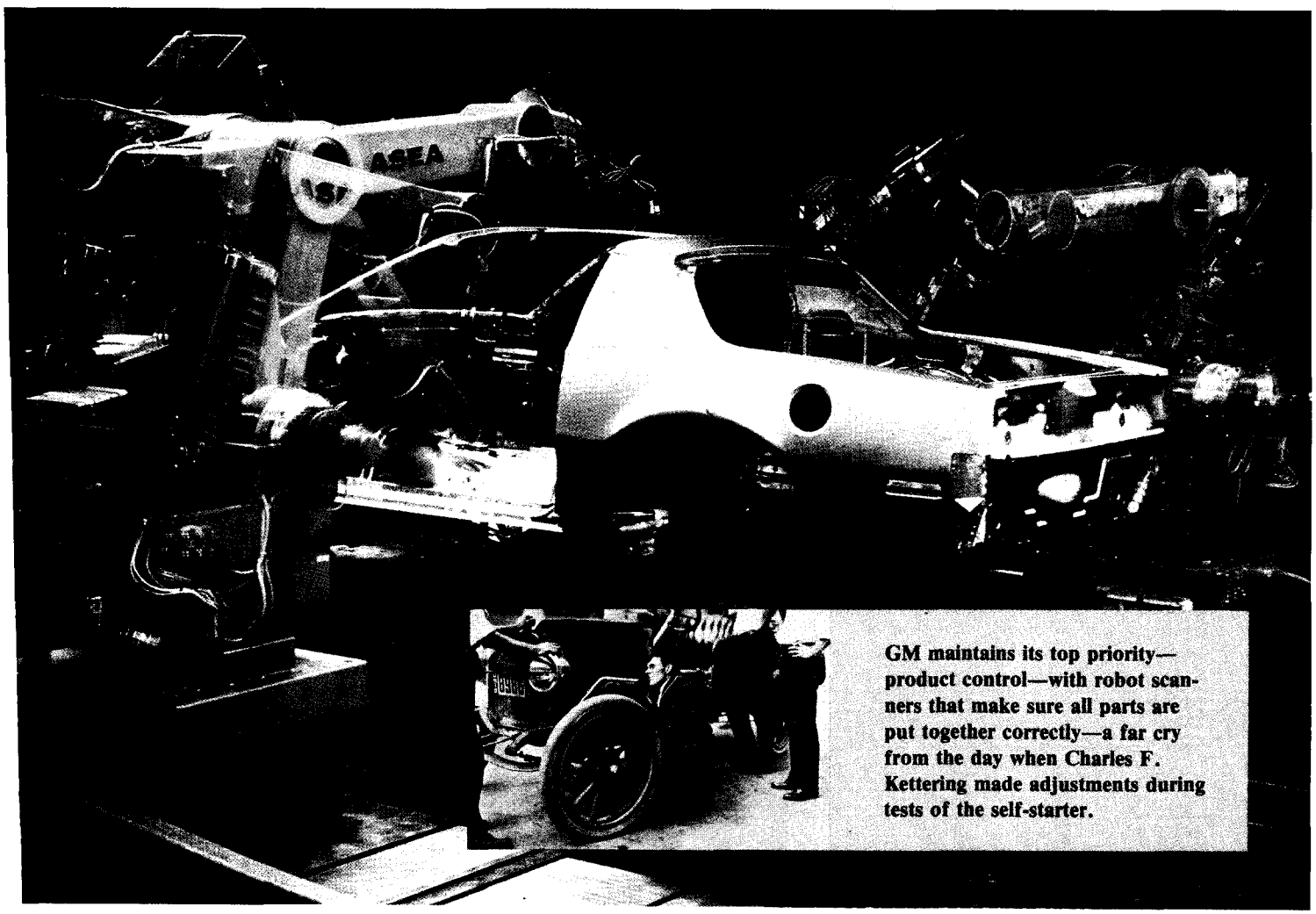

GM maintains its top priority—product control—with robot scanners that make sure all parts are put together correctly—a far cry from the day when Charles F. Kettering made adjustments during tests of the self-starter.

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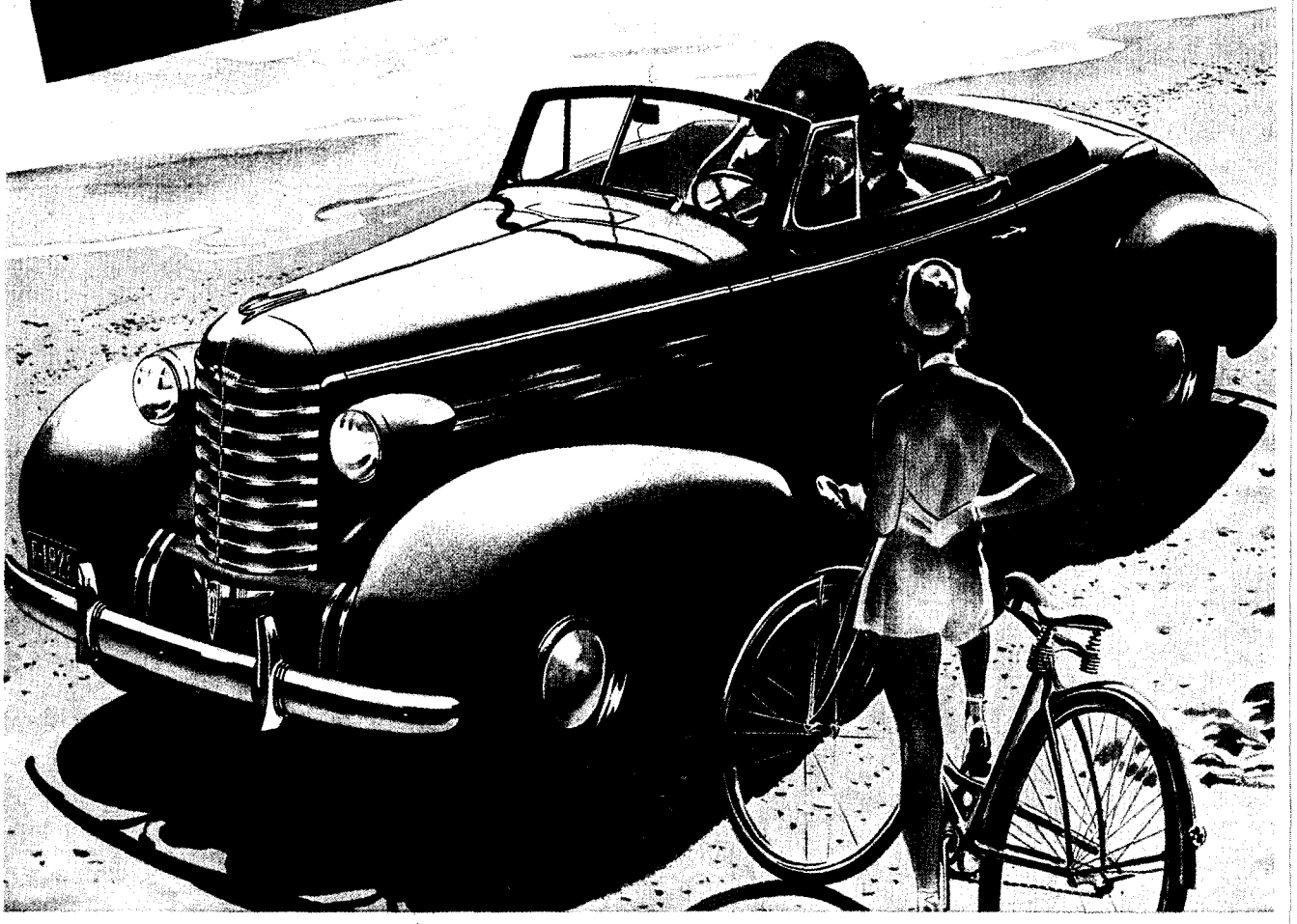
"In a class by itself!

in Style... in Snap... in Action"



ITS jaunty personality singles Oldsmobile out from any crowd of cars. Its snap, its dash, its completely confident performance make it master of street and highway. Here is a car that *looks* different, *acts* different and *is* different from anything else on the road. Not only because of smarter style and superior ability, but because it offers everything a luxury car should have, from Unisteel Turret Top Bodies by Fisher to Knee-Action Wheels and Triple Sealed Super-Hydraulic Brakes. Yet, with all its modern features, with all its comfort and convenience, Oldsmobile costs but little more than the lowest-priced cars—and is surprisingly economical to own and operate. Come, drive an Oldsmobile. Compare it carefully with other cars. The more critical you are, the more surely you'll find that it's in a class by itself.

DELIVERED PRICES AT LANSING, MICHIGAN: Sixes, $765 and up; Eights, $880 and up; subject to change without notice. Car illustrated: the 6-cylinder Convertible Coupe, $930. These prices include safety glass, bumpers, bumper guards, spare tire and tube, rear spring covers. Transportation, state and local taxes, optional accessories and equipment—extra. GENERAL MOTORS INSTALMENT PLAN

OLDSMOBILE

"The Car that has Everything"

[This advertisement appeared in The Saturday Evening Post on May 15, 1937.]

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1984 Olds Cutlass Supreme.

You can tell it's a thoroughbred every time you take a ride.

Notice the sleek profile. The beautiful lines. No wonder Cutlass has been America's most popular mid-size over the past nine years.

And behind this famous styling is performance. Smooth and quiet, with a computer-selected coil-spring ride. Plus the agility of a front runner.

Choose from a standard V6 engine, or the available 5.0 liter V8 for even brighter performance. There's even a diesel available if you wish.

You get all this—plus the room, the comfort, the reputation for resale value that's made Cutlass Supreme so famous.

Take a ride now. Discover the special feel... of a thoroughbred.

Some Oldsmobiles are equipped with engines produced by other GM divisions, subsidiaries or affiliated companies worldwide. See your dealer for details.

Let's get it together... buckle up.

There is a special feel in an Oldsmobile

Congratulations to General Motors on their 75th Anniversary from Oldsmobile and Oldsmobile dealers.

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start with a clean piece of paper, forget about the deadline pressure of coming up with a car by a certain year and eliminate every cost excess to produce this small car.

"This project deals with our survival," Eaton says. "Competition will get even tougher. If we do not substantially change our way of doing business, we won't be here. This is the most dramatic period of change this industry has ever seen."

Perhaps the most dramatic change evident at GM is the Quality of Work Life (QWL) program, firmly supported by the leadership from Chairman Roger B. Smith down to plant supervisors ("team coordinators"). Or, these days, would it be better to say *across* to the team coordinators?

Smith and other top officers eat in a common dining room with production workers (now called "assistant team coordinators") when visiting plants that very likely have eliminated traditional management/production employee distinctions in cafeterias, locker rooms, parking lots, badges and dress codes.

General Motors' drive for public safety is aided by these sophisticated dummies developed to evaluate human reactions in collisions.

Eaton explains it this way: "I don't know how it takes what has happened in recent years to make us recognize that we've been running this business with one-third of the intelligence that's available and using the other two-thirds of the people strictly for their hands. We're no different from the rest of U.S. industry on this."

The teamwork system in the Japanese auto industry has become as famous as it is productive. U.S. industry cannot borrow it entirely because Japanese culture is imbued with the teamwork ethic, while America fosters individualism, i.e., do-your-own-thing. Still, personnel experts well versed in behaviorist psychology know there are ways to successfully motivate individualistic American workers.

GM usually takes its time before making a momentous decision, but faced with the Japanese threat in a world demanding automobiles, it took the plunge, establishing new arrangements for its hourly work-

The Cadillac All-Weather Phaeton was known to its intimates as the "Al Jolson Car," as this special-body V-16 was crafted for the singer in 1933. The yacht served C.F. Kettering in his research on marine diesel engines in the '30s.

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ers—arrangements giving them major participation in the decision-making and operation of plants—curing cases of "blue collar blues."

GM's president F. James McDonald (increasingly called "Jim"), a fervent believer in QWL, passed the word that managers had better get with the new arrangements. Autocratic supervisors and other General Patton types could either cooperate or be transferred. In fact, GM is spending much time and money training its managers in the new "participatory" system.

Cadillac's Livonia Engine Plant was ideal as an early site to try QWL because it was new and unrutted by old practices. Moreover, its manager, Bob Stramy, 42, had experienced what he calls "a radical change" when he spent a year ('77-'78) in the Stanford-Sloan Program for executives at Stanford University, where he became an evangelist for change in the lifestyle and relationships in plants.

Zara Rolfes, an engineer on Chevrolet's Products Planning Staff, made many of the key decisions on the features of the revolutionary 1984 Corvette.

Stramy never wears a tie in his office, spends a great deal of time with the plant's United Auto Workers QWL coordinator, Ralph Fanelli, and constantly promotes "egalitarianism."

"We are breaking down the adversarial relationship which too long existed between management and workers," Stramy says earnestly. "Bureaucracies are built on power, prestige and turf protection. We're trying for open relationships, away from win-and-lose, and on to teaching by example.

"I try to be a situational manager, not holding to rigid rules. Treat others as you would want to be treated. I learned this in that Stanford year, lost 50 pounds and got a bit freaky by growing a beard.

"It made me more human and also realize that the structure of industry doesn't allow you to be human. Fortunately, we had a top management at GM which believed in changing this. There were visionaries—Ed Cole (former GM president, now deceased); Jim McDonald; Irving Bluestone, who

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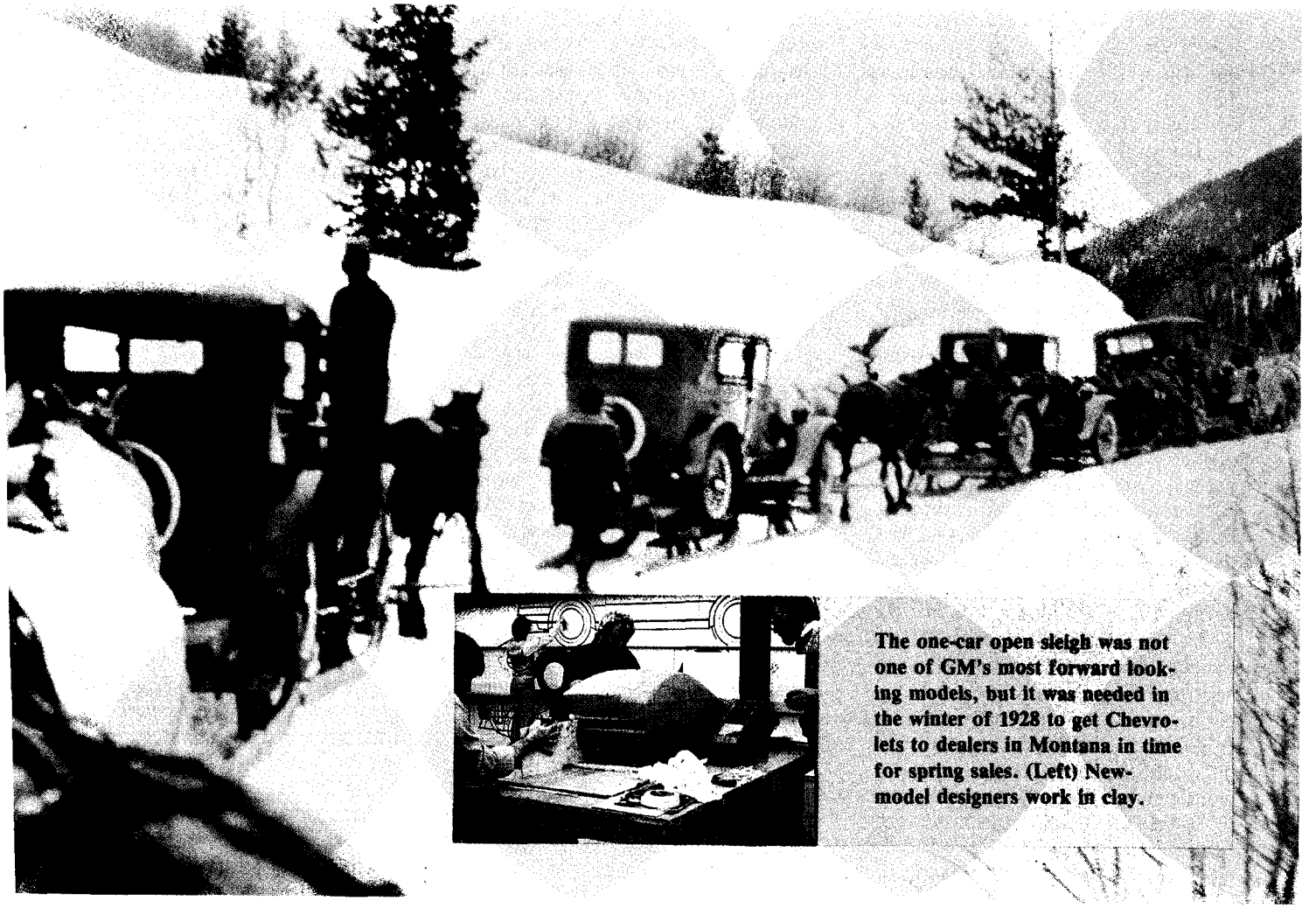

The one-car open sleigh was not one of GM's most forward looking models, but it was needed in the winter of 1928 to get Chevrolets to dealers in Montana in time for spring sales. (Left) New-model designers work in clay.

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A LOOK IN THE REAR VIEW MIRROR

Even with their noise and fumes, the early automobiles were a definite improvement over riding behind the rear end of a horse.

by Maynard Good Stoddard

The *Lusitania* established a record transatlantic crossing in four days, 15 hours. Orville Wright crashed in his airplane in Fort Meyer. Stone Street won the 34th Kentucky Derby for a purse of $4,850. A two-cent postage rate between the United States and Great Britain took effect. And on September 16, William C. Durant formed the General Motors Company.

The year? 1908.

Passenger ships no longer race across the Atlantic. Descendants of the Wright's invention have safely reached the moon. The Derby payoff this year totaled $426,000. The postage rate to Great Britain has been upped to 30¢. And the General Motors Company, which metamorphosed into General Motors Corporation—well, as 1982 sales of $60 billion testify, in its 75 years it has done pretty well.

The long road leading to the corporate giant of today, however, has several stretches that were paved with anything but gold.

An early disaster was the merger of the Samson Sieve Grip Tractor Company, "which had an invention for driving a tractor like a horse," the Janesville Machine Company and the Doylestown Agriculture Company to form the Samson Tractor Division.

Another GM nonsurvivor was the CarterCar (no relation, if that's what you're thinking). Its "friction drive" has been considered a potential rival for the sliding-gear transmission.

Other gambles that were ditched along the way included the Marquette Motor Company, the Ewing Automobile Company, the Randolph Motor Car Company and the Welch Motor Car Company. The property called Heany Lamp Companies, which became worthless, cost more than the acquisition of Buick and Olds combined. And had the copper-cooled (or air-cooled) car not been scrapped when it was, wrote Alfred P. Sloan, Jr., in *My Years with General Motors*, "I do believe there would not be a General Motors today."

On the flip side, the Guardian Frigerator Company, bought for only $56,366.50 (leaving one to wonder what that 50¢ covered), has returned no small profit as the Frigidaire Division. The fragile Champion Ignition Company of Flint, Michigan, grew into today's robust AC Spark Plug. And the Oakland car maintains its status in the GM family under its adopted name of Pontiac.

As for the early automobile—compared at least to the dazzling '84 line—it could justifiably be placed among the disasters. And yet, after years of riding in an open buggy or lumber wagon behind the rear end of a horse, the sounds and fumes emanating from that four-cylinder engine came as a definite improvement.

Grandfather Fred, however, never made the transition. His only attempt was a 40-foot journey from the shade of our maple tree into the barn. He got along nicely until he came roaring through the doors and began hollering "Whoa! Whoa!" But the car didn't whoa worth a darn. As luck would have it, Flossie, our milk cow, happened to be pilfering hay from the haymow directly in his path or the damage might have been worse. After bending the front fenders back off the wheels, we found our only loss was our milk supply for a couple of days. And even then, if Flossie heard a car engine while being milked, she was inclined to stick her foot in the pail.

From today's ads one would think the idea of a "family car" was something new. But there was never a more family car than ours. It took the whole family, that is, to get it underway. Especially in winter.

Our yearly Christmas Day expedition to Uncle Pearl's place in Flint covered a torturous 13 miles and, depending on the snow, often took half a day. It began after breakfast when we opened the barn door, shooed the chickens off the top of the car and the hood and cleared away the chaff and other deposits, which occasionally included an egg. Then mother would bring out a tea kettle of hot water for the radiator, throwing a buffalo robe over the hood to "hold in the heat."

My contribution, being the youngest of three sons, was the shoving of a rock in front of a rear wheel. Once the engine fired, the car had a tendency to nuzzle the one who had cranked it. To be nuzzled into a barn wall was not uncommon. My brother Meryl, sitting behind the wheel, had the responsibility of adjusting the spark and gas levers, the retarding of the spark having much to do with the cranker's well-being. If forgotten, the engine would "kick," sending the crank backwards and breaking his arm. In those days you never asked a man with his arm in a sling what happened. You knew what had happened.

The levers adjusted, my dad and my oldest brother Aubrey positioned themselves in front to take turns on the crank. Releasing the crank from its holster, dad took over the first shift while Aubrey pulled out on the "choke" wire. On rare occasions we'd just pull up on the crank and "turn 'er over." (Possibly because of its unpredictable disposition, the engine was always a she.) More often than not the crank would have to be "spun"—rotated without stopping. Until the engine began to belch, that is. Or Aubrey had 'er flooded with too much gas. Or dad would gasp, "You take 'er," and drape himself over a front fender, perhaps to meditate with sweet nostalgia the days when a simple "giddyap" was all it took to set our transportation in motion.

At the first glorious racket of the engine, mother brought out the heated flat irons wrapped in flannel,

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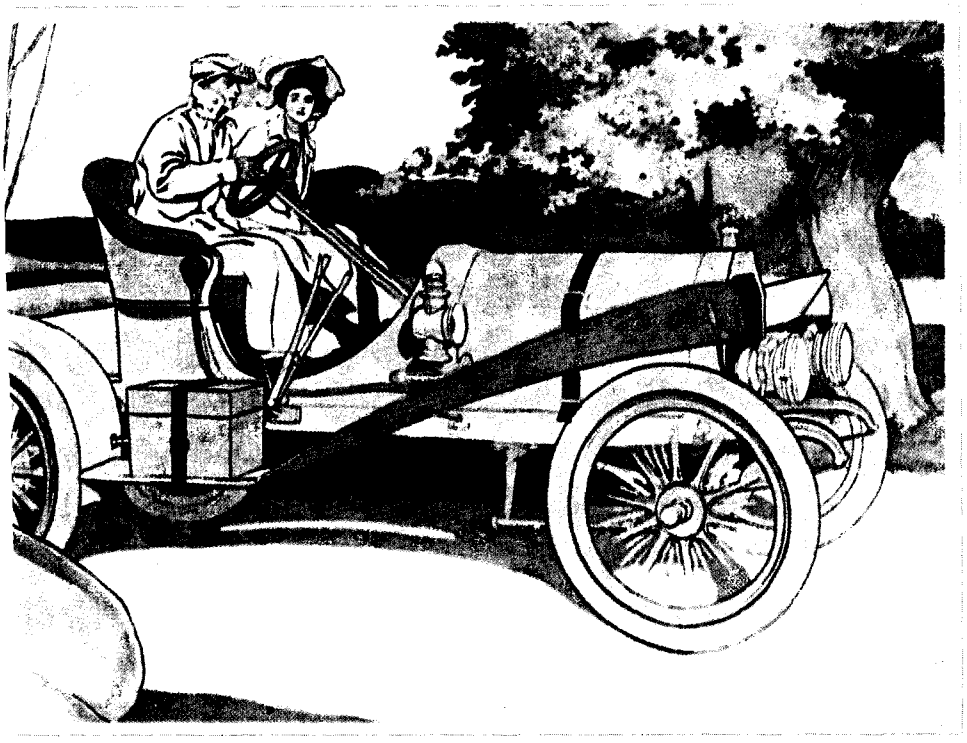

positioning them on the floorboards where they kept our feet warm, and tucking the buffalo robe around us kids in the back seat. Dad slid in behind the wheel and was followed by mother, who shut the door. Not that dad was lacking in courtesy, but he went first because there were no doors on the driver's side, which made getting in rather awkward. At best he would have to surmount a running board sagging under gallon cans of water, oil and gas, a tool box and various assorted tire casings.

Off at last. Well, not off, exactly. The car still had to be put in motion. Wherein General Motors' experimental "Lean Machine" promises to take you from 0 to 60 miles per hour in seven seconds, we were lucky to get from the barn to the road in seven minutes. First, the clutch (one of three pedals on the floor, the other two being the reverse and the brake) had to be pushed halfway down—which put the car in neutral. Then the emergency brake was released. After that the gas lever had to be advanced and the clutch shoved clear to the floor until the car was well underway. Then the foot was eased off the pedal completely. To take the foot off too soon was to have the family jerked out from under their respective hats. Even if all went well we'd go bucking out of the driveway just like a horse with the colic.

Roads having been engineered for nothing more complicated than the horse, summer had its own special challenges for car and driver. The only divided highways were those with grass growing up between the ruts. When two cars met, the drivers attempted to keep their left wheels in the ruts to the right. When a set of wheels popped out of its ruts, the cars either exchanged paint or the popped-out car went into the ditch. Common courtesy then called for the other driver to back up and pull the car out. A chain for that purpose was as indispensable as today's tape deck.

Swampy sections were traversed on a civil engineer's nightmare called a "corduroy road," which consisted of logs laced together as closely as possible. The trouble was, they didn't stay laced together as closely as possible. After bouncing and jouncing along over this ligneous washboard, on tires rivaling the thickness of a hula hoop, more than one passenger came off the other end with his pocket watch stopped and his teeth in his lap.

Running out of gas, even with that spare gallon on the running board, was no embarrassment. For several reasons. One being that four-corner intersections in those days were devoted more to corn and beans than to service stations. For another, the symmetry of our instrument panel had not been marred by the presence of a gas gauge. And getting gas into the tank was not exactly an A.J. Foyt 12-second pit stop.

To begin with, all persons sitting on the front seat were required to get out, since they were sitting over the tank. The driver then removed the seat, took his trusty hammer and chisel and loosened the cap, located his measuring stick, wiped it off on his sleeve or the seat of his pants, and stuck it into the opening "to see how much she'd take." The gas vendor, most often a grocer, upon hearing the horn, would take his hands out of the cracker or pickle barrel and come out to lever the required number of gallons into a glass container atop the pump, from where it would drain into the tank courtesy of Mr. Newton's Law of Gravity.

Not that smug back-seat passengers were exempt from being unseated. A sudden rainstorm would uproot them even more rudely. Unless one had been scalped in the mad scramble to raise the top and fasten it to the windshield, he was asked to get out so the back seat could be lifted and the side curtains hauled forth. These were hurriedly and often haphazardly snapped to the top and the sides of the car. Other than the windshield, any outside view now depended upon small isinglass windows, translucent at best, fogged over at worst. The occasional gap that allowed rain to come whipping in mattered little, since you were usually wet to the skin by this time anyway.

With so much room for improvement, few were the midnight candles burned in coming up with new ideas for next year's models. However, with the introduction of the electric self-starter, the Hydra-Matic transmission, the "balloon" tire and closed-car styling, we thought that GM, as in the song from "Oklahoma," had "gone about as fer as they could go."

How much further this world leader has gone now awaits the viewer, and driver, of the luxurious and economical '84 line, including the innovative Corvette—"with everything but power Kleenex®."

Yet GM has still not thought of everything. While I hesitate—but not very long—to drag my dear wife into the issue, observation has led

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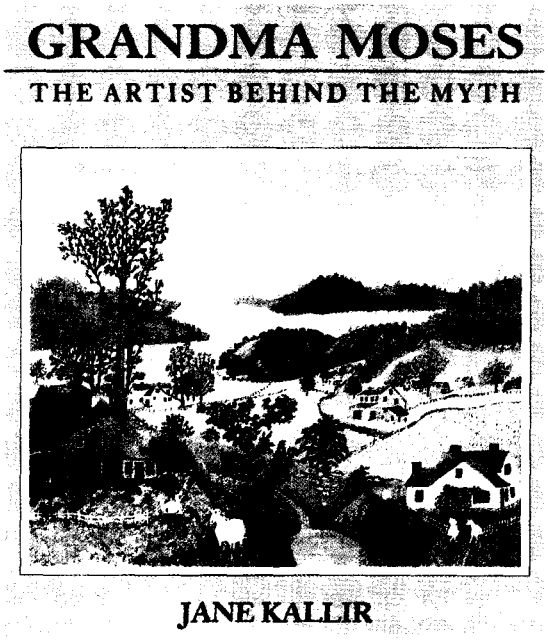
Book Review

PAINTINGS FOR ALL SEASONS

Author Jane Kallir takes a learned look at Grandma Moses, the little old lady who became 20th-century America's most beloved painter.



Grandma Moses: The Artist Behind the Myth, by Jane Kallir (160 pages, $25), was published this year by Clarkson N. Potter, Inc./Publishers, New York.

It's springtime. Through the open window, framed by lace curtains, comes the inkling of a breeze, and upon it, the imagined fragrance of blossoms from the pink trees below. A river flows through a timeless landscape past cows in airy green fields, past barns and houses and the distant town, on to the comfortable purple hills beyond. Such was the view of Hoosick Valley, New York, from Grandma Moses' window in 1946.

No eye ever saw a world just like this one. It is the particular vision of one long-time resident of these parts, and one of Anna Marie Robertson's many unique "distillations of time and place" that are reproduced in Jane Kallir's latest book, *Grandma Moses: The Artist Behind the Myth.*

The myth was just beginning in the fall of 1940 when Otto Kallir (Jane Kallir's grandfather) gave Anna Robertson Moses her first one-grandmother show at his gallery in Manhattan. The exhibition, entitled "What a Farm Wife Painted," consisted of 34 of her primitives priced between $250 and $420. Only three sold. Moses, a sprightly 80 at the time, did not attend the show. Why bother? she said, since she had already seen the pictures anyway. She did, however, attend a later gathering when Gimbles department store featured her paintings in a "Thanksgiving Festival." Within the decade, her works would be found in prominent museums of art and her name would be on everyone's lips—and even in Webster's Dictionary. As Jane Kallir notes, "Grandma Moses was one of those rare artists whose appeal cut across the class distinctions that usually separate 'high' from 'popular' art."

Grandma Moses was "discovered" in the purest sense, not by Otto Kallir, but by another 1930s émigré to the United States named Louis Caldor. Caldor, a New York City civil servant and amateur art collector, just happened to see her paintings displayed in a drugstore window while vacationing with his family in Hoosick Falls during Easter week, 1938. He liked the paintings so much he bought all 12 or 14 and then hurried out to Grandma's farm where he told her, to her surprise, "not to worry anymore."

Moses wasn't worried. She had lived through nearly eight decades as a farm worker and a wife—through the Civil War, the First World War, and the Great Depression as well. Only in the last 20 years or so had she found time to dabble in her favorite pastime, painting.

Soon painting would consume nearly all her time, and the Grandma Moses phenomenon would change the lives of many people. As chronicled by Jane Kallir, "It was almost as though Moses' art had the power to heal; it became the repository of dreams. Unsuccessful artists found encouragement." How-to-paint books became the rage. "Many told Moses that she had furnished them with strength to survive personal misfortune.

" 'Dear Grandma,' began a comment in the guestbook from one of her exhibitions, 'I was a mental patient. I am feeling fine now. Looking forward to a new life . . . I feel I can do it and I will and must. When I know you did it, I feel I will also do it. You are my inspiration for life and love.' "

Not surprisingly, becoming a phenomenon had little effect on the unflappable Moses. "If people want to make a fuss over me, I just let 'em," she said once, "but I was the same person before as I am now." Her painting output was affected, however. She painted more, and it probably contributed to her longevity. As Otto Kallir said, "The moment she couldn't paint anymore, she died."

Her style changed as well, as Jane Kallir demonstrates in sample reproductions. It became looser, more impressionistic. "Pattern became less important than painterly unity . . . . Gradually, the paint took over Moses' composition." Her last paintings, done at age 100, show clearly that "texture was conquering line."

Most elderly people are set in their ways, and Grandma Moses was no exception. She knew what she wanted to paint and how she wanted to paint it. Despite well-intentioned suggestions that she should use blue in snow and stop using glitter—something no good painter would ever think of doing

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—she persisted. "I have looked at snow and looked at snow," she said. "And I can see no blue . . . ."

That Grandma Moses was completely unschooled as a painter is certain . . . but what about her works? Was the Moses phenomenon only hype and personality, or was Grandma Moses a good artist as well? Jane Kallir has sought an answer in the light of the 22 years since Moses' death at age 101. While alive, Moses was a part and parcel of her art. "Because she had the ability to express in words, through her interviews and her writings, the same impulses that are revealed more subtly in her art," writes Kallir, "the former became a meaningful adjunct to the latter." But how about her works standing alone? Kallir turns to André Malraux for a definition of art: "Not a religion, but a faith. Not a sacrament, but the negation of a tainted world." Grandma Moses' works were this if nothing else. As one of her admirers once wrote her, "The world that you show in your beautiful paintings . . . is the kind of world we must try to bring back. Your pictures make people want that kind of a world, of a church, and a trout stream, and a barn, and cows, and children playing in the snow, and sugaring off in the maple sugar woods in March. When they see that kind of world they try to get it, so your pictures are not only beautiful and joyful to look at but are a good deal more than that."

Although her interiors have been prized for their "primitive" charm, Grandma Moses preferred landscapes and could not resist bringing the outside world into her painting, *The Quilting Bee*, through a row of unshaded windows.

Moses' landscapes were indeed her forte. "I like to paint something that leads me on and on into the unknown, something that I want to see way on beyond," she said. Kallir rejects the notion that Moses' works are pure nostalgia. "Moses was not preaching a return to the past, though she did paint partly from memories of a life that extended back into the previous century. The ' old-fashioned ' details in her pictures were, because of their stylistic simplicity, incapable of evoking the past in any but a symbolic sense. Her landscapes. . . were portrayed with an accuracy that was very much of the present," she writes. "Ultimately, in both art and life, the forms of nature are the most enduring; they are eternal. There was a link between the present and the past in Moses' work that seems to secure the future. The message was that some things—the scent of summer on the winds of spring, the bite of the first snow in November—do not change. She inspired not longing, but hope."

Jane Kallir's book does not debunk the myth of Grandma Moses. The light it casts illuminates both the truth and beauty of one of America's most popular artists and her work. It is a book that you will not regret buying.

A farm girl all her life, Grandma Moses rendered many a Thanksgiving turkey and, as a painter, many a canvas depicting the turkey's capture. She painted at least two in 1943, the one above and another that hangs in the Metropolitan Museum of Art.

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DR. J: GETTING STRAIGHT TO THE POINT

His flair for plugging a basketball net as well as a worthy cause has made Julius Winfield Erving II a superstar both on and off the court.

by Barry Jacobs

They had come to Morgan State University in Baltimore to see Julius Erving. They stood in the steamy halls of the basketball arena during the worst heat wave of a sullen summer, waiting to shake the man's hand, to ask for his autograph. Waiting, with unsolicited gifts and with pleas to purchase his basketball sneakers. Waiting, to seek a word, a touch, a gesture; waiting, young and old, male and female, to somehow capture a piece of his charisma.

But Erving had other purposes in mind. And so, friendly, but gently resolute, he passed slowly through the crowded halls and the stifling lobby, his slender 6'6" frame cutting neatly through the multitude.

Erving picked up a folding metal chair and carried it to the far end of the playing floor. Within earshot, campers from the Julius Erving basketball "school" were receiving instruction in the nuances of the game. On the court, a scrimmage ran its course.

By the time he set his chair behind one backboard, Erving was almost alone. In the balcony dozens of people sat and stared in his direction.

Surveying his surroundings, Erving turned to a companion and remarked with a knowing smile, "Sometimes it's quietest in the eye of the hurricane."

Few people in American society are as well acquainted with life in the limelight as is Julius Winfield Erving II, star forward on the world-champion Philadelphia 76ers of the National Basketball Association. Named to the NBA's 11-member All-Time Team in 1980 after only four years in the league, he is perhaps the dominant figure in the modern game despite an ever increasing emphasis on size and strength. Certainly he is one of the best paid of pro athletes, commanding just under $1.5 million per year in salary alone. With Erving as the premier attraction, the Sixers draw the NBA's largest crowds as they travel around the nation from October through May.

Erving's nickname, "Dr. J," is a *nom de guerre* more widely recognized than any other in sport. Picked up years ago in the macho games of his youth, "Dr. J" has become the code word for a certain thunderous, awesome elegance on the basketball court.

Such is the distinction with which Erving, 33, plays the game. Even his own teammates have been known to pause in wonderment at his airborne exploits. Many players nowadays can dunk the ball. Few, if any, can do so with Erving's flair. With hands so large they seem to reduce the basketball to grapefruit size, he can leave his feet far from the basket and float, angling as he goes, to jam the ball through the hoop. It is done with an ease, a natural grace, that speaks not of power but of art.

Erving, a thoughtful and articulate man, says, "One who gets in an arena like that and performs as such, dares to be great. Not egotistically great. But certainly, in the commitment that you make, you're putting it on the line. And if you pull it off, you're great...I take that chance not everyone will take."

More than daring, style and natural ability elevate Erving's game above that of most members of the NBA. Blessed with a great talent, Erving has worked to channel it, to apply mind and body in ceaseless discipline.

"He will always give a great effort," says Philadelphia coach Billy Cunningham—an outstanding pro player himself when Erving left the University of Massachusetts as a junior in 1971 to play in the old American Basketball Association. "It may not always be a great game, but Julius will always give a great effort. I think people appreciate that."

Erving's hunger for excellence and his statistical prowess have won him ample recognition—he is one of only seven players in college history to average more than 20 points and 20 rebounds per game; he led the ABA in scoring in three of his five seasons there; he led the 76ers in scoring in his first six years with them. A perennial all-star, he was named three times as the ABA's most valuable player and in 1981 became the first "small man" since the days of Oscar Robertson to be tabbed the NBA's MVP.

As the years passed, the reputation of Erving became synonymous with mastery of basketball's most difficult skills. But even as the sight of No. 6 soaring for a rebound or a dunk or a blocked shot grew familiar, other facets of his talent came to the fore. Emerging as a virtuoso of the game's deeper melodies, he blended with his teammates and enhanced their skills in order to achieve victory.

"I think he represents the ultimate in someone you're looking for as a leader for your team," notes Cunningham, whose Philadelphia squads reached the NBA finals three times in the past four years, sweeping Los Angeles in four games to win the 1983 championship series.

Erving came to the Sixers in an exchange with the New York Nets on the eve of the 1976-77 season. The ABA and the NBA had just merged, and Erving was the star of the Nets, the defending ABA champs. When he and the New York owner couldn't reach a

As he leaves the court, still far from the basket, to jam the ball through the hoop, Dr. J's elegance speaks of art, not power.

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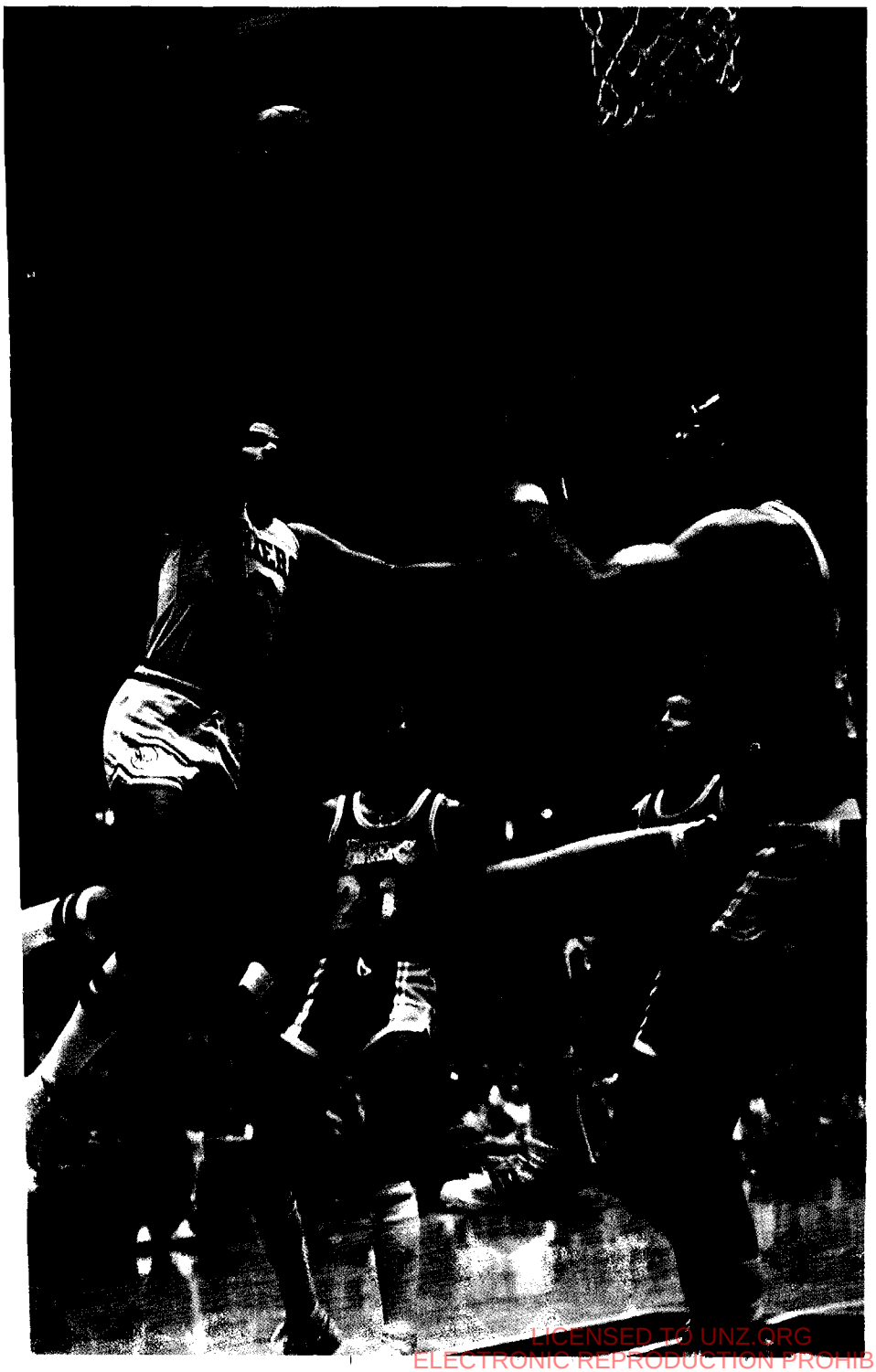
contract agreement, the vastly underpaid Erving was dealt for $3 million to Philadelphia, a team already laden with such ball-hungry players as George McGinnis, Lloyd Free and Doug Collins.

Cunningham took over as coach a year later and was dismayed by the team's inner dynamics. "I found Julius in a position where all he was concerned about was helping the team to win," recalls the coach. "He didn't want to rock the boat. I just felt at that time that the Julius Erving I knew was not playing up to his potential because, if anything, he was too nice and too concerned with winning."

As the other stars on the team retired or were traded, one by one, only Erving was left to run the show on the court. "He's a chief and not an Indian," says Cunningham, simply.

Yet it was not until the 1982-83 season, when the Sixers acquired mammoth center Moses Malone, the game's first $2-million-a-year performer, that Philadelphia captured its first NBA title since 1967.



Again, the willingness to blend his skills with another's typified Erving's conduct. It's nothing new. Even as far back as the 11th grade, when "The Doctor" led his team in scoring and rebounding, his high-school coach didn't worry about gratifying Erving's ego with a starting assignment. "He's always had a sense of maturity beyond his age," says Ray Wilson, Erving's coach in Roosevelt, Long Island, a New York suburb. "That's probably why we weren't concerned about him starting. He was very mature. He had his ego intact."

Born in Roosevelt on Washington's birthday in 1950, Julius, along with his older sister Alexis and his younger brother Marvin, was abandoned by his father in 1955. That left the child raising to Callie Mae Erving, since remarried, one of 14 children of South Carolina sharecroppers. Living in low-income housing and employed as a domestic servant, Callie Mae instilled in her children, she once told *Sports Illustrated*, "a desire to make each day better than the one before and to improve each task, however small."

This dictum led young Julius, tempered by love and a firm hand, to apply himself on the basketball court, where he was clearly gifted, and where he fled for escape.

"Whether basketball chose me, or I chose it, I still don't know," he muses. "I think it's the former—it chose me."

Regardless, he emerged even in his teens as a player of rare ability and assurance. (Today a commemorative plaque marks the Roosevelt playground where Erving learned the game.) "He came to us almost as he is today," says Ray Wilson. "And he is a much better person than he is a basketball player."

Wilson should know. Erving made Wilson his partner in his Morgan State University summer camp so his old friend and coach could earn some extra income. The week's take—195 campers paying $195 per person ($130 for day campers)—is hardly enough by itself to trifle with for a basketball superstar who commands $10,000 to $15,000 an appearance.

Erving has other compensations in sponsoring the camp, though. On

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THE ROBOTS ARE COMING!

The industry is still teetering on the frontier of technology, but be assured, say robotics experts, that Robot Redford and his kind are here to stay.

by Walter Roessing

B.O.B.—an acronym for Brains on Board—is three feet tall, weighs 50 pounds, can turn on a dime, talks, sings, cracks jokes *and* quotes the daily stock-market totals. Infrared sensors, attuned to the frequency of human body heat, enable this technological prodigy to locate people in a room while avoiding tables, chairs and other objects. More remarkable, B.O.B. (scheduled to debut in January) is a *true* robot, with a sophisticated "brain" consisting of two microprocessors with three megabytes of memory.

Earlier this year, Androbot Inc. of Sunnyvale, California, test-marketed its marvel of artificial intelligence as a personal robot designed for use in the home.

"With the right software, B.O.B. can be programmed to help educate children, teach languages, protect a house at night and nudge you awake in the morning," explains Nina Stern, public-relations consultant. "His memory can be programmed to follow a youngster around the house, helping him learn the capitals of the states or reviewing homework for accuracy." Moreover, when B.O.B. "feels" the energy run low in its humanoid body, it has the capability to excuse itself to get the batteries charged.

The family of the future will include a robot or two to protect your house at night, nudge you awake in the morning, do the housework and tutor the kids.

Once restricted to the movie and TV worlds of *Flash Gordon,* "Star Trek," *Star Wars* and other space fantasies, personal robots that talk, think and teach are no longer the exclusive domain of Hollywood make-believe and science fiction.

An estimated 22,000 sophisticated robots already are in use worldwide, including 6,000 in the United States. But about 98 percent of these are industrial robots—headless, formless, automated androids that work on Japanese, European and U.S. assembly lines. They manipulate parts and operate various kinds of machinery; the walking, talking robot is strictly in the minority.

"The personal robot is in the infancy stage. It's at the same point the home computer was ten years ago," emphasizes Gene Beley, president of Southern California's Android Amusement Company. "I expect the same thing will happen with home robots as with home computers. Technology eventually will provide a reasonably priced, functioning home robot that'll be capable of performing all kinds of wonderful things. Right now, however, the industry is in what I call the 'entertainment stage.' "

So are Beley's robots.

His DC-2 android received acclaim when actor James Caan and some friends bought a model as a present three Christmases ago for *Playboy* publisher Hugh Hefner. The sleek fiberglass device can greet guests, disco at parties and serve drinks. Hefner's robot has a color TV in its chest, a videotape recorder in its midriff, a color camera in its head and a metal drink tray attached to its torso. Beley's four-and-a-half-foot-tall promotional robots have starred on the "CHiPs" TV series and been used to protest California divorce laws. One was even arrested last August during a visit to Beverly Hills.

About that arrest.

It seems Beley's teenage sons were homeward bound from a beach outing when they decided to have some fun during rush hour in exclusive Beverly Hills. Unloading a DC-2 from the family van, the boys took the robot for a stroll—which had a disrupting effect on traffic.

Beley explains, "Things are naturally bizarre when you grow up in our house. We forget that others don't always have the same sense of humor."

Two policemen were unamused, particularly when DC-2 "fled" from them while screaming, "Help me, help me! They're trying to take me apart." When the boys left the scene without identifying themselves, the officers disconnected the robot's battery pack and hauled it off to jail.

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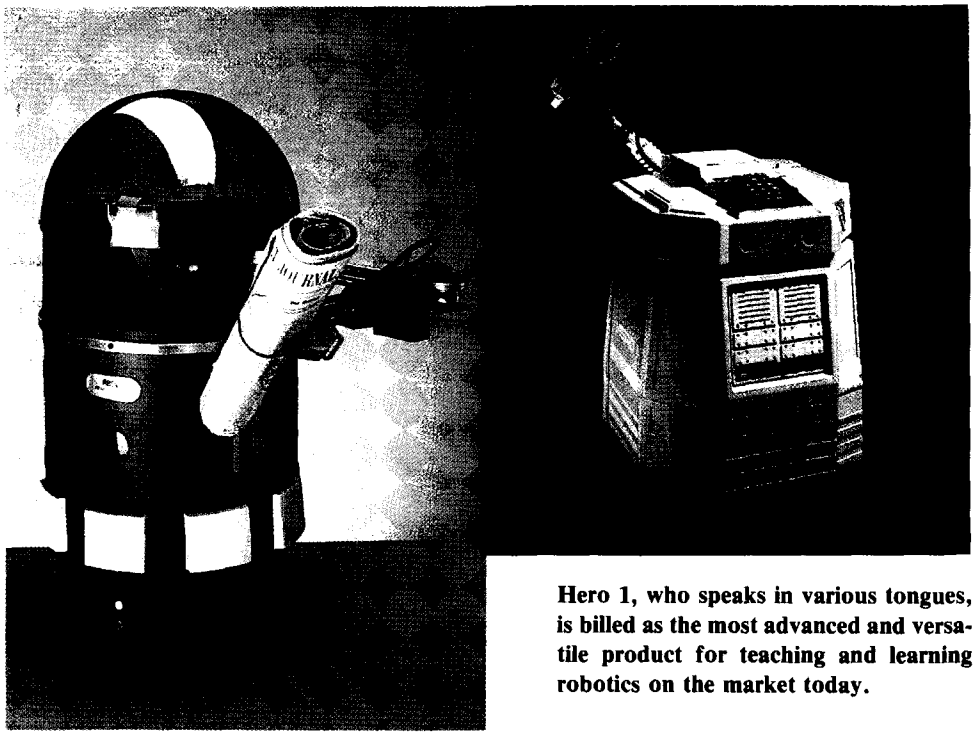

Hero 1, who speaks in various tongues, is billed as the most advanced and versatile product for teaching and learning robotics on the market today.

With its on-board computer and sensing capabilities, RB5X can talk, move, determine distances, sense light, grip objects, teach and be programmed to bring in the morning paper.

It's unfortunate the arrest wasn't made by OPD2, a $14,000 robot sworn in as a member of the police department in Orlando, Florida, last April.

Badge No. 92 belongs to a 5'2", 195-pounder that blinks when it talks and whirs when it walks. Clad in a brown hat, tan top and brown bottom—just like its fellow officers—OPD2 has a plastic and metal body, red and blue flashing lights for eyes and a video screen on its chest.

OPD2's chief role is that of an educational tool. And it gained considerable attention after being sworn in by the mayor, Bill Frederick, and Orlando police chief William Koleszar, when it scooted out of the Orlando city-council chambers to the theme from "Hill Street Blues."

A different tune accompanied the May 21 appearance of "Robot Redford" at Maryland's Anne Arundel Community College.

First, the mobile machine "marched" in the academic procession with the 551 members of the graduating class. It wasn't attired in cap and gown "because we didn't want to hoke it up," says a college spokesperson. Then, Robot Redford delivered the commencement address. The unique idea of a robot delivering such a speech was the brainstorm of Dean Anthony Pappas, who wanted to call attention to the college's new unit in computer sciences and technology.

Called a demonstration android, Robot Redford is owned by Bill Bakaleinikoff, whose firm, Superior Robotics of America, nets about $1,200 a day from R.R.'s appearances at state fairs and trade shows. A sort of mechanical Pied Piper, it attracts crowds by singing, dancing and flirting with the ladies.

But Robot Redford is a gentleman compared to a former regular on the NBC-TV soap opera "Days of Our Lives." There, the ebullient 6'2" android named SICO has been known to pat ladies on the derriere, belch on cue and play love scenes. SICO flew from New York to Los Angeles last summer in its own first-class seat. It paid for the ticket with its American Express card; ordered a kosher meal; and responded to "Smoking or nonsmoking?" by quipping, "I only smoke transistors."

Built by International Robotics of New York City and tended by Robert Doornick, SICO moves in all directions at two miles per hour, turns almost completely around, speaks several languages and can display emotion.

The age of the home robot hasn't quite arrived, but in the not-too-distant future, robots may scrub toilets, wash windows, mow the lawn, clean the oven and fetch your slippers. Some major obstacles must be overcome, however, before such

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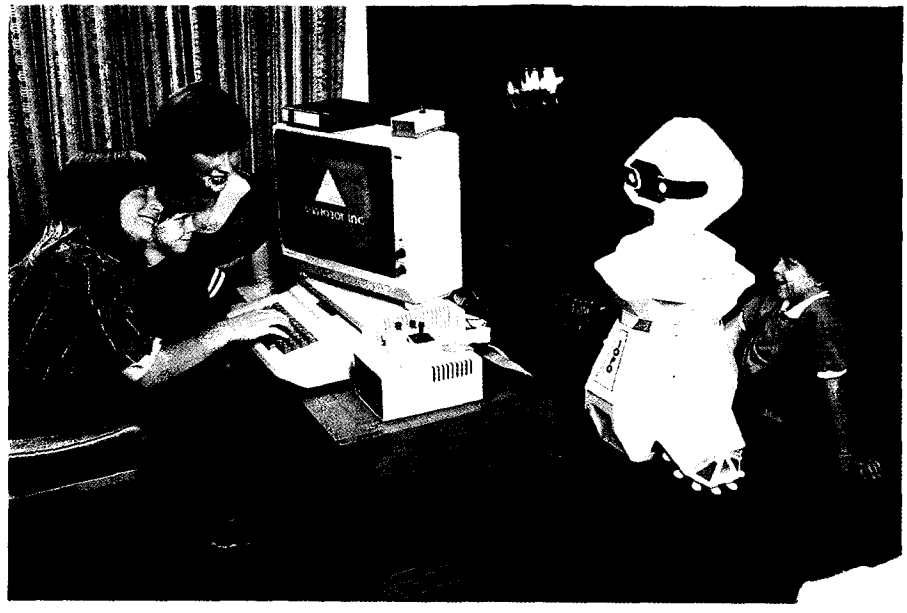

Topo is another reason that people in general are utterly fascinated by robots. He minds better than a pet, doesn't shed and can do household chores—but not windows and dishes, since he doesn't yet know his own strength.

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HELL CREEK CROSSING

They couldn't go around because there was no way around. As Boon said, "Go one way and you'd wind up in Alabama; go the other way and you'd fall off in the Missippi River."

by William Faulkner

Illustrated by Phil Smith

The year is 1905, the locale is Faulkner country—rural Mississippi. The narrator in this excerpt from The Reivers *is an 11-year-old boy whose parents and grandparents have been called away to a relative's funeral, leaving behind the grandfather's 1904-model automobile. Temptation is too much for the boy and two men who work for his family, the huge part-Chickasaw Boon Hogganbeck and Ned, an elderly ex-slave. The three set off toward Memphis, over roads that were not yet ready for the automobile age.*

The sun was just rising as we crossed the iron bridge over the river into foreign country, another county; by night it would even be another state, and Memphis.

"Providing we get through Hell Creek," Boon said.

"Maybe if you'd just stop talking about it," I said.

"Sure," Boon said, "Hell Creek bottom don't care whether you talk about it or not. It don't have to give a durn. You'll see." Then he said, "Well, there it is." It was only a little after ten; we had made excellent time following the ridges, the roads dry and dusty between the sprouting fields, the land vacant and peaceful with Sunday, the people already in their Sunday clothes idle on the front galleries, the children and dogs already running toward the fence or road to watch us pass; then in the surreys and buggies and wagons and on horse and muleback, anywhere from one to three on the horse but not on the mule (A little after nine we had passed another automobile, Boon said it was a Ford; he had an eye for automobiles like Miss Ballenbaugh's.) on the way to the small white church in the spring groves.

A wide valley lay before us, the road descending from the plateau toward a band of willow and cypress which marked the creek. It didn't look very bad to me, nowhere near as wide as the river bottom we had already crossed, and we could even see the dusty gash of the road mounting to the opposite plateau beyond it. But Boon had already started to curse, driving even faster down the hill almost as if he were eager, anxious to reach and join battle with it, as if it were something sentient, not merely inimical but unredeemable, like a human enemy, another man. "Look at it," he said. "Innocent as a new-laid egg. You can even see the road beyond it like it was laughing at us, like it was saying, 'If you could just get here you could durn near see Memphis; except just see if you can get here.' "

"If it's all that bad, why don't we go around it?" Ned said. "That's what I would do if it was me setting there where you is."

"Because Hell Creek bottom ain't got no around," Boon said violently. "Go one way and you'd wind up in Alabama; go the other way and you'll fall off in the Missippi River."

"I seen the Missippi River at Memphis once," Ned said. "Now you mention it, I done already seen Memphis too. But I ain't never seen Alabama. Maybe I'd like a trip there."

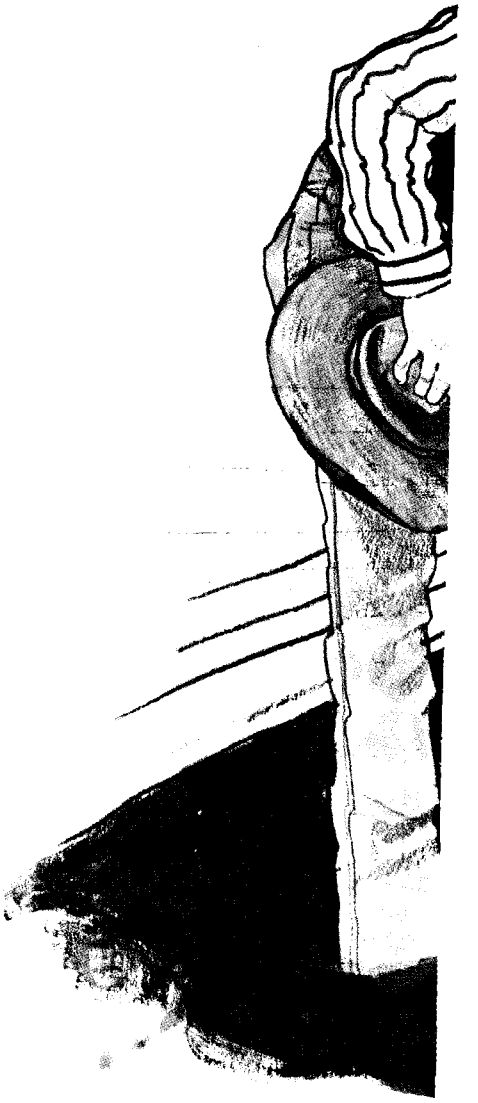
"You ain't never visited Hell Creek bottom before neither," Boon said. "Providing what you hid under that tarpollyon for yesterday is education. Why do you reckon the only two automobiles we have seen between now and Jefferson was this one and that Ford? Because there ain't no other automobiles in Missippi below Hell Creek, that's why."

"Miss Ballenbaugh counted 13 passed her house in the last two years," I said.

"Two of them was this one," Boon said. "And even them other 11 she never counted crossing Hell Creek, did she?"

"Maybe it depends on who's doing the driving," Ned said. "Hee hee hee."

Boon stopped the car quickly. He turned his head. "All right. Jump out. You want to visit Alabama. You done already made yourself 15 minutes late running your mouth."



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"Why you got to snatch a man up just for passing the day with you?" Ned said. But Boon wasn't listening to him. I don't think he was really speaking to Ned. He was already out of the car; he opened the toolbox grandfather had had made on the running board to hold the block and tackle and ax and spade and the lantern, taking everything out but the lantern and tumbling them into the back seat with Ned.

"So we won't waste any time," he said, speaking rapidly, but quite composed, calm, without hysteria or even urgency, closing the box and getting back under the wheel. "Let's hit it. What're we waiting for?"

Still it didn't look bad to me—just another country road crossing another swampy creek, the road no longer dry but not really wet yet, the holes and boggy places already filled for our convenience by previous pioneers with brush tops and limbs, and sections of it even corduroyed with poles laid crossways in the mud (oh yes, I realized suddenly that the road—for lack of any closer term—had stopped being not really wet yet too), so perhaps Boon himself was responsible; he himself had populat-

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ed the stagnant cypress- and willow-arched mosquito-whined gloom with the wraiths of stuck automobiles and sweating and cursing people. Then I thought we had struck it, except for that fact that I not only couldn't see any rise of drier ground which would indicate we were reaching, approaching the other side of the swamp, I couldn't even see the creek itself ahead yet, let alone a bridge. Again the automobile lurched, canted and hung as it did yesterday at Hurricane Creek; again Boon was already removing his shoes and socks and rolling up his pants. "All right," he said to Ned over his shoulder, "get out."

"I don't know how," Ned said. "I ain't learned about automobiles yet. I'd be in your way. I'll set here with Lucius so you can have plenty of room."

"Hee hee hee," Boon said in savage and vicious mimicry. "You wanted a trip. Now you got one. Get out."

"I got my Sunday clothes on," Ned said, not moving.

"So have I," Boon said. "If I ain't scared of a pair of britches, you needn't be."

"You can talk," Ned said. "You got Mr. Maury. I has to work for my money. When my clothes gets ruint or wore out, I has to buy new ones myself."

"You never bought a garment of clothes or shoes or a hat neither in your life," Boon said. "You got one pigeon-tailed coat I know of that old Lucius McCaslin himself wore, let alone General Compson's and Major de Spain's and Boss's too. You can roll your britches up and take off your shoes or not—that's your business. But you're going to get out of this automobile."

"Let Lucius get out," Ned said. "He's younger than me and stouter too for his size."

"He's got to steer it," Boon said.

"I'll steer it, if that's all you needs," Ned said. "I been what you calls steering horses and mules and oxen all my life and I reckon gee and haw with that steering wheel ain't no different from gee and haw with a pair of lines or a goad." Then to me: "Jump out, boy, and help Mr. Boon. Better take your shoes and stockings——"

"Are you going to get out, or do I pick you up with one hand and snatch this automobile out from under you with the other?" Boon said. Ned moved then, fast enough when he finally accepted the fact that he had to, only grunting a little as he took off his shoes and rolled up his pants and removed his coat. When I looked back at Boon, he was already dragging two poles, sapling-sized tree trunks, out of the weeds and briers.

"Ain't you going to use the block and tackle yet?" I said.

"Hell no," Boon said. "When the time comes for that, you won't need to ask nobody's permission about it. You'll already know about it." *So it's the bridge*, I thought. *Maybe there's not even a bridge at all and that's what's wrong.* And Boon read my mind there too. "Don't worry about the bridge. We ain't even come to the bridge yet."

I would learn what he meant by that too, but not now. Ned lowered one foot gingerly into the water. "This water got dirt in it," he said. "If there's one thing I hates, it's dirt betwixt my nekkid toes."

"That's because your circulation ain't warmed up yet," Boon said. "Take a holt of this pole. You said you ain't acquainted with automobiles yet. That's one complaint you won't never have to make again for the rest of your life. All right"—to me—"ease her ahead now, and whenever she bites, keep her going." Which we did, Boon and Ned levering their poles forward under the back axle, pitching us forward for another lurch of two or three or sometimes five feet, until the car hung spinning again, the whirling back wheels coating them both from knee to crown as if they had been swung at with one of the spray nozzles which house painters use.

"See what I mean," Boon said, spitting, giving another terrific wrench and heave which sent us lurching forward, "about getting acquainted with automobiles? Exactly like horses and mules: Don't never stand behind one that's got one hind foot already lifted."

Then I saw the bridge. We had come up onto a patch of earth so (comparatively) dry that Boon and Ned, almost indistinguishable now with mud, had to trot with their poles and even then couldn't keep up, Boon hollering, panting, "Go on! Keep going!" until I saw the bridge a hundred yards ahead and then saw what was still between us and the bridge, and I knew what he meant. I stopped the car. The road (the passage, whatever you would call it now) in front of us had not altered so much as it had transmogrified, exchanged mediums, elements. It now resembled a big receptacle of milk-infused coffee from which protruded here and there a few forlorn, impotent, hopeless odds and ends of sticks and brush and logs and an occasional hump of actual earth which looked startlingly like it had been deliberately thrown up by a plow. Then I saw something else and understood what Boon had been telling me by indirection about Hell Creek bottom for over a year now, and what he had been reiterating with a kind of haunted, bemused obsession ever since we left Jefferson yesterday. Standing hitched to a tree just off the road (canal) were two mules in plow gear—that is, in bridles and collars and hames, the trace chains looped over the hames and the plowlines coiled into neat hanks and hanging from the hames also; leaning against another tree nearby was a heavy double-winged plow—a middlebuster—caked (wings, shank and the beam itself) with more of the same mud which was rapidly encasing Boon and Ned, a doubletree, likewise mudcaked, leaning against the plow; and, in the immediate background, a new two-room paintless shotgun cabin on the gallery of which a man sat tilted in a splint chair, barefoot, his galluses down about his waist and his (likewise muddy) brogan shoes against the wall beside the chair. And I knew that this, and not Hurricane Creek, was where (Boon said) he and Mr. Wordwin had had to borrow the shovel last year, which (Boon said) Mr. Wordwin had forgot to return, and which (the shovel) Mr. Wordwin might as well have forgot to borrow also for all the good it did them.

Ned had seen it too. He had already had one hard look at the mudhole. Now he looked at the already geared-up mules standing there swishing and slapping at mosquitoes while they waited for us. "Now, that's what I calls convenient," he said.

"Shut up," Boon said in a fierce murmur. "Not a word. Don't make

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a sound." He spoke in a tense, controlled fury, propping his muddy pole against the car and hauling out the block and tackle and the barbed wire and the ax and spade. He said "son of a bitch" three times. Then he said to me: "You too."

"Me?" I said.

"But look at them mules," Ned said. "He even got a log chain already hooked to that doubletree——"

"Didn't you hear me say shut up?" Boon said in that fierce, quite courteous murmur. "If I didn't speak plain enough, excuse me. What I'm trying to say is, shut up."

"Only, what in the world do he want with the middlebuster?" Ned said. "And it muddy clean up to the handles too. Like he been—you mean to say he gets in here with that team and works this place like a patch just to keep it boggy?"

Boon had the spade, ax and block and tackle all three in his hands. For a second I thought he would strike Ned with any or maybe all three of them.

I said quickly: "What do you want me——"

"Yes," Boon said. "It will take all of us. I—me and Mr. Wordwin had a little trouble with him here last year; we got to get through this time."

"How much did you have to pay him last year to get drug out?" Ned said.

"Two dollars," Boon said. "So you better take off your whole pants. Take off your shirt too; it'll be all right here."

"Two dollars?" Ned said. "This sho beats cotton. He can farm right here setting in the shade without even moving. What I wants boss to get me is a well-traveled mudhole."

"Fine," Boon said. "You can learn how on this one." He gave Ned the block and tackle and the piece of barbed wire. "Take it yonder to that willow, the big one, and get a good holt with it." Ned payed out the rope and carried the head block to the tree. I took off my pants and shoes and stepped down into the mud. It felt good, cool. Maybe it felt that way to Boon too. Or maybe his—Ned's too—was just release, freedom from having to waste any time now trying not to get muddy. Anyway, from now on he simply ignored the mud, squatting in it, saying son of a bitch quietly and steadily while he fumbled the other piece of barbed wire into a loop on the front of the car to hook the block in. "Here," he told me, "you be draggin up some of that brush over yonder"—reading my mind again too—"I don't know where it came from neither. Maybe he stacks it up there himself to keep handy for folks so they can find out good how bad they owe him $2."

So I dragged up the brush—branches, tops—into the mud in front of the car, while Boon and Ned took up the slack in the tackle and got ready, Ned and I on the take-up rope of the tackle, Boon at the back of the car with his prize pole again. "You got the easy job," he told us. "All you got to do is grab and hold when I heave. All right," he said, "let's go."

There was something dreamlike about it. Not nightmarish, just dreamlike—the peaceful, quiet, remote, sylvan, almost primeval setting of ooze and slime and jungle growth and heat in which the very mules themselves, peacefully swishing and stamping at the teeming, infinitesimal, invisible myriad life which was the actual air we moved and breathed in, were not only unalien but in fact curiously appropriate, being themselves biological dead ends and hence already obsolete before they were born; the automobile: the expensive useless mechanical toy rated in power and strength by the dozens of horses, yet held helpless and impotent in the almost infantile clutch of a few inches of the temporary confederation of two mild and pacific elements—earth and water—which the frailest integers and units of motion as produced by the ancient unmechanical methods had coped with for countless generations without really having noticed it; the three of us, three forked identical and now unrecognizable mud-colored creatures engaged in a life-and-death struggle with it, the progress—if any—of which had to be computed in dreadful and glacierlike inches. And all the while the man sat in his tilted chair on the gallery watching us while Ned and I strained for every inch we could get on the rope, which by now was too slippery with mud to grip with the hands; and at the rear of the car Boon strove like a demon, titanic, ramming his pole beneath the automobile and lifting and heaving it forward; at one time he dropped, flung away the pole and, stooping, grasped the car with his hands and actually ran it forward for a foot or two as though it were a wheelbarrow. No man could stand it. No man should ever have to. I said so at last. I stopped pulling; I said, panted: "No, we can't do it. We just can't."

And Boon, in an expiring voice as faint and gentle as the whisper of love: "Then get out of the way or I'll run it over you."

"No," I said. I stumbled, slipping and plunging, back to him. "No," I said. "You'll kill yourself."

"I ain't tired," Boon said in that light dry voice. "I'm just getting started good. But you and Ned can take a rest. While you're getting your breath, suppose you drag up some more of that brush——"

"No," I said, "no! Here he comes! Do you want him to see it?"

continued on page 96

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NOVEMBER ON THE 700 CLUB'S LIFECARE DIGEST

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November 10
Strep Throat

Strep throat in childhood can cause rheumatic fever and lead eventually to mitral stenosis (narrowing of the mitral valve). Because the infection may affect the heart valves much later in life, incapacitating heart failure and even death by age 40 may be the result of strep throat as a child. Find out why throat swabs are necessary in identifying the dangerous bacteria. Find out why the patient should take the entire prescription of penicillin pills even though the symptoms may have disappeared.

November 17
Ear Infection

Learn why all ear infections should be taken seriously, and why it is so important to see your doctor promptly for antibiotic treatment. Learn how to avoid "swimmer's ear" with hydrogen peroxide.

November 24
Scoliosis

Everyone can be a detective and look for signs of scoliosis. The clues for early diagnosis are simple. Parents and teachers especially can help by detecting that crooked hemline on a girl's dress. Swimming instructors should take note of the posture of young people as they bend to dive. Learn how early treatment can prevent serious surgery later.

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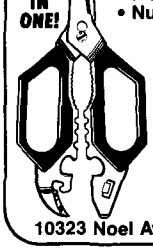

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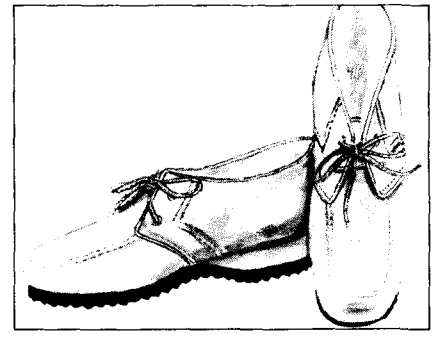

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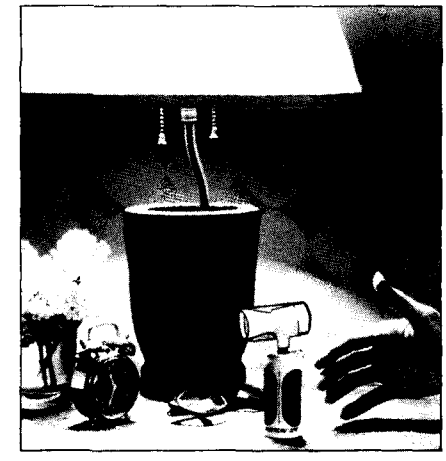

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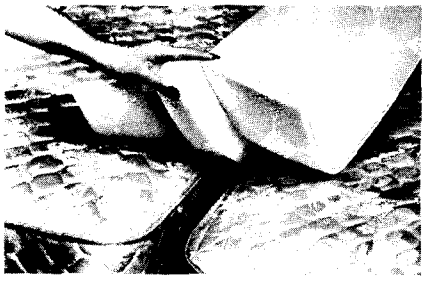

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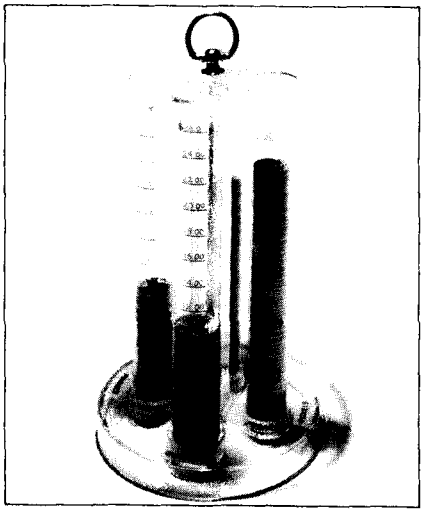

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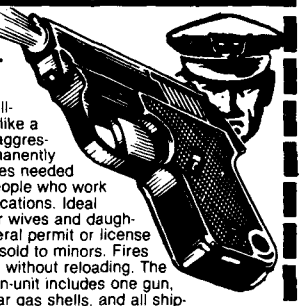

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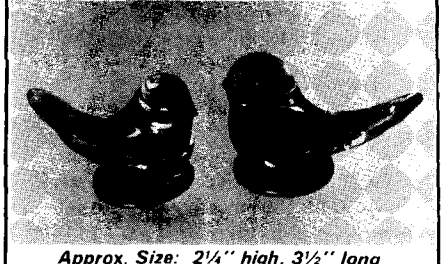

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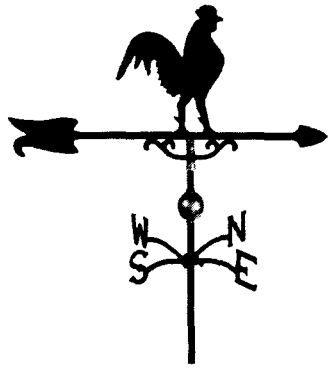

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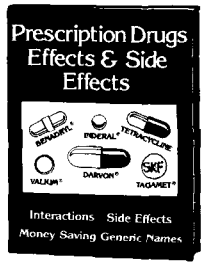

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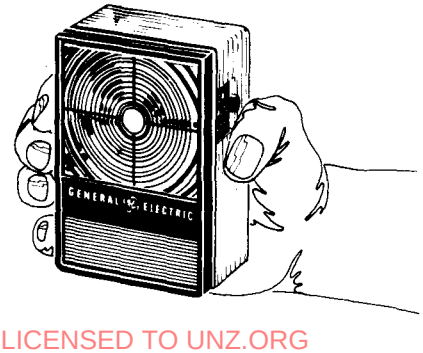

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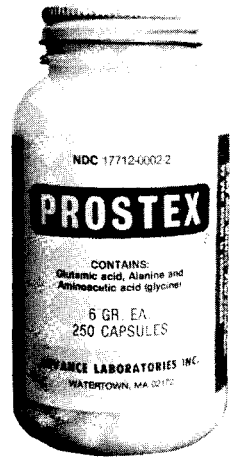

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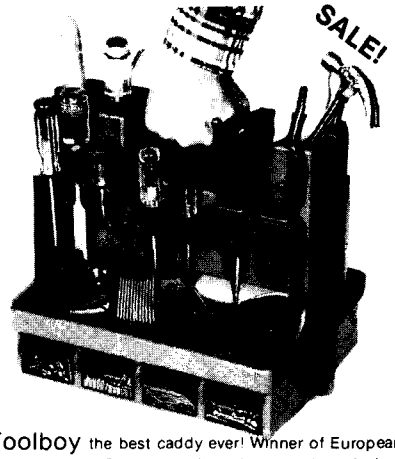

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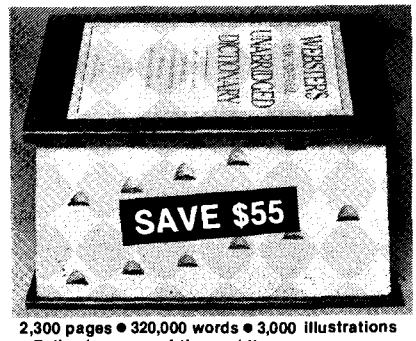

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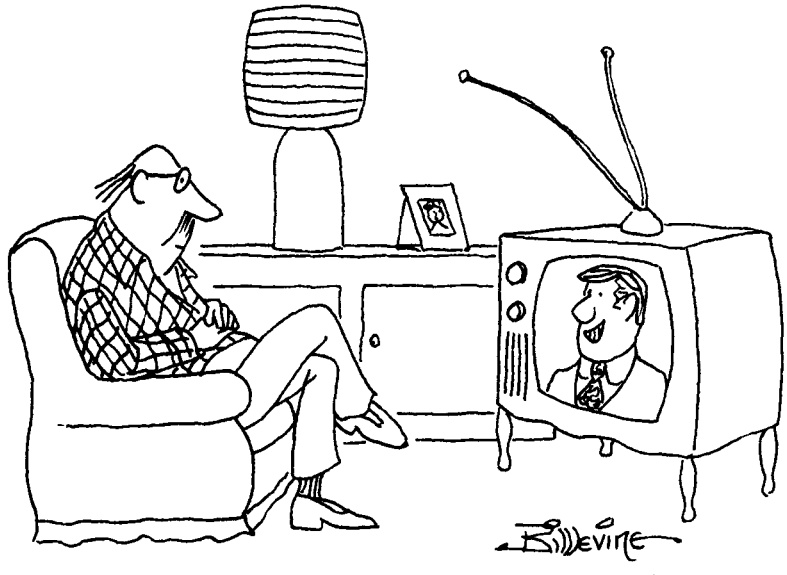

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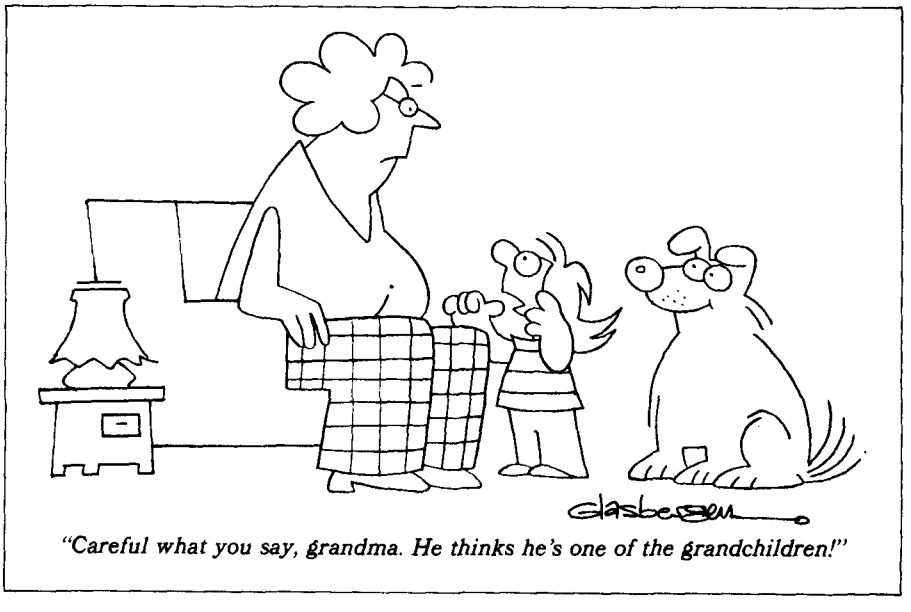

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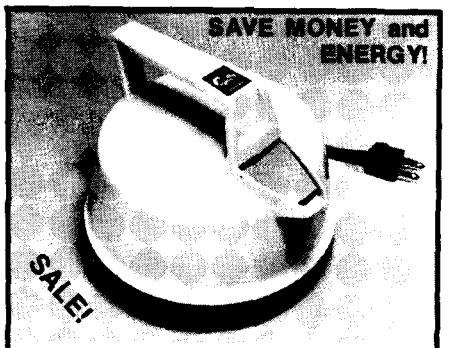

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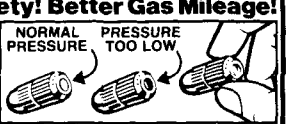

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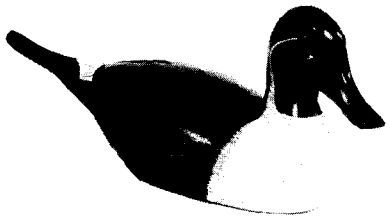

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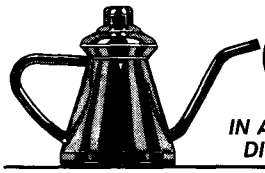

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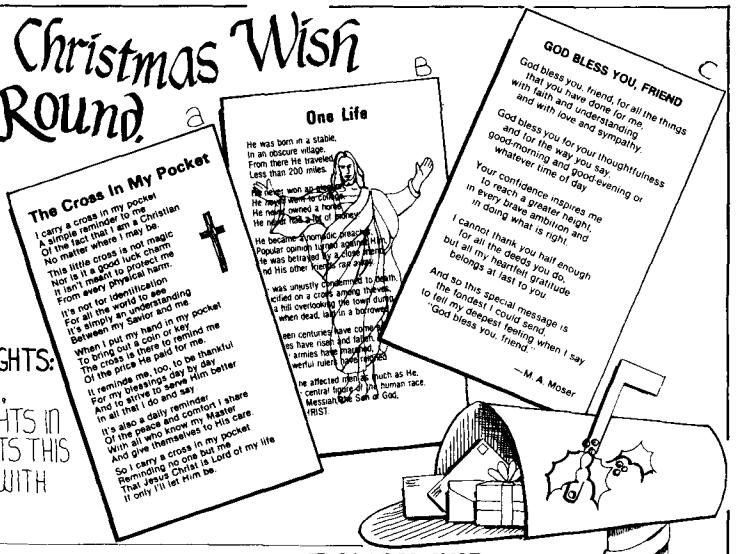
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A simple reminder to me
Of the fact that I am a Christian
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For all the world to see
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Between my Savior and me
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To bring out a coin or key
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Of the price He paid for me.
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For my blessings day by day
It reminds me, too, to serve Him better
And to serve Him I do and say
In all that I do and say
It's also a daily reminder
Of the peace and comfort I share
With all who know my Master
And give themselves to His care.
So I carry a cross in my pocket
Reminding no one but me
That Jesus Christ is Lord of my life
If only I'll let Him be.
B
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He was born in a stable.
In an obscure village.
From there He traveled.
Less than 200 miles.
He never won an election.
He never owned a home.
He never had a family.
He never held a job.
He became a nomadic preacher.
Popular opinion turned against Him.
He was betrayed by a close friend.
And His other friends ran away.
He was unjustly condemned to death.
Nailed on a cross among thieves.
While hanging there He prayed for His executioners.
When dead, laid in a borrowed grave.
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As has never been equaled.
His enemies have never succeeded.
In silencing His influence.
Countless powerful rulers have come and gone.
But He still rules hearts.
He affected more as much as He.
Has central figure of the human race.
Messiah, the Son of God.
CHRIST
C
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God bless you, friend, for all the things
that you have done for me
with faith and understanding
and with love and sympathy.
God bless you for your thoughtfulness
and for the way you say
good-morning and good-evening or
whatever time of day.
Your confidence inspires me
to reach a greater height
in every brave ambition and
in doing what is right.
I cannot thank you half enough
for all the deeds you do,
but all my heartfelt gratitude
belongs at last to you.
And so this special message is
the fondest I could send
to tell my deepest feeling when I say
"God bless you, friend."
—M. A. Moser

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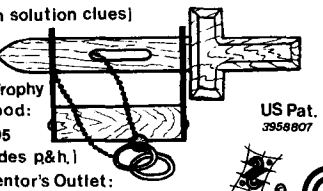

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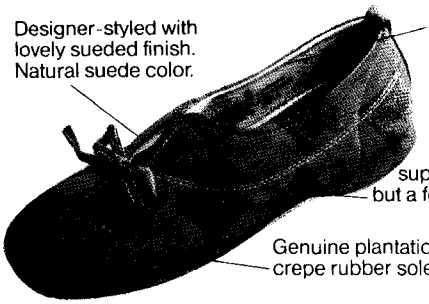
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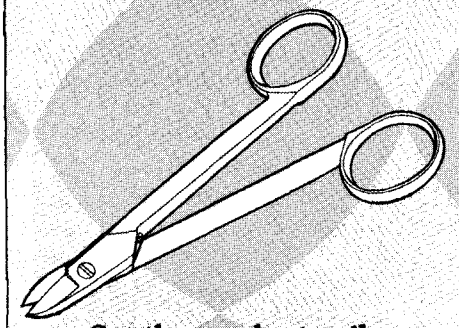

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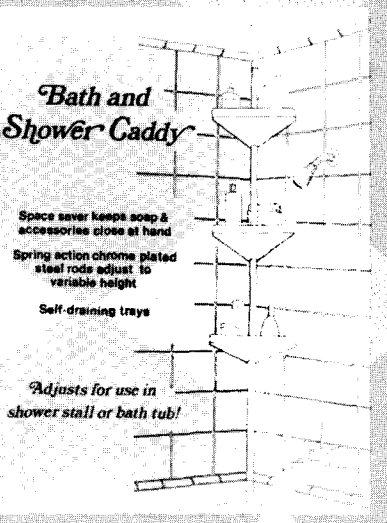
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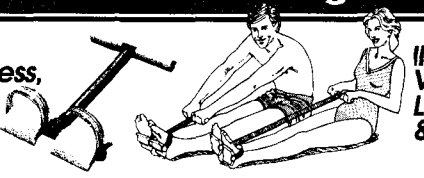

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The STIMULIZER is a special tension device based on a Dynosymetric principal. It is totally safe and guaranteed to get results in just five minutes per day.

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Remember, the STIMULIZER works without forcing you to follow a program of strenuous, tedious exercise. Remember, the STIMULIZER is based on the principal of playfully and enjoyably bringing your body back to the Fresh, Youthful, and Stimulated feeling of health you enjoyed as a child at play.

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Biggest Deal

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He sat up straight. He glared at me. He pounded his fist on the desk. Then he started yelling, "You're crazy! You don't know what you're talking about! Who are you anyway? Who let you in?"

"Calm yourself," I said suavely. "I am not crazy. I know what I am talking about. My name is Alexander Botts. Nobody let me in, I just came. Formerly, I was sales manager of the Earthworm Tractor Company. At present I represent the local Earthworm dealer. He tells me you offered to buy approximately a million dollars' worth of Earthworm equipment, according to this sales order, provided we could construct an airstrip according to these specifications, ahead of anybody else." I laid the order and the specifications on his desk. "Is that correct?" I asked.

"I made the offer. But you people turned it down two weeks ago. In the meantime the Jumbo dealer is going ahead. He plans to start flying his equipment to Buttrick Canyon next Thursday. That means he can finish the airstrip this fall."

"You can forget about having to wait till fall," I said. "All you have to do is give us the word, and we can have the whole job finished by next Thursday—three days from now—before the Jumbo people even get started."

By this time Mr. Buttrick had calmed down somewhat. But he was still interested enough to argue. "As I told you before," he said, "you are crazy."

"Not at all," I said. "With old-fashioned methods it would take weeks or months to complete this job. But we are using some very special construction techniques that have been developed by the Earthworm Tractor Company in co-operation with the Canadian Army."

"And just what are these techniques?"

"I am sorry, Mr. Buttrick, I cannot tell you."

"Why not?"

"It's a military secret."

"But the whole thing is impossible. You can't build that airstrip in three days."

"Mr. Buttrick," I said, "has it never occurred to you that we live in an age of miracles?"

"Maybe so, but——"

"And do you not realize that many of these miracles—like the atom bomb—have been developed in secret?"

"You mean that you have a fleet of secret machines of some kind that you can transport to a remote section of British Columbia to build an airstrip—all in three days?"

"I don't know about the rest of you out there, but I'm getting up early tomorrow. This I gotta see!"

"The details are top secret, Mr. Buttrick. I cannot divulge any of our actual methods. However, I can suggest certain ideas which may possibly make it easier for you to believe my seemingly incredible claims. Have you ever stopped to think that an airfield is one of the first things needed by an invading army when it lands on a foreign shore?"

Mr. Buttrick looked puzzled. "I suppose so," he said.

"And how have such airfields been built in the past?"

"Mostly by bulldozers, I suppose."

"Correct. Tractors, bulldozers, scrapers—all kinds of heavy machinery have been needed. And it has been necessary to land this equipment—often with great difficulty and considerable delay—through pounding surf, on rocky shores and often many miles from the terrain suitable for a landing field."

"Probably that's true."

"Of course it's true," I said. "And, if you think it over, you will readily understand that any progressive military establishment like the Canadian Army would try to develop better and faster methods."

"Such as what?"

"Use your imagination," I said. "Earth-moving machinery does not have to be heavy. It does not have to crawl slowly along the ground. Have you never heard about rockets? Or jet propulsion?"

"Yes, Mr. Botts."

"If you want to clear away a forest, Mr. Buttrick, you don't necessarily have to chop down the trees with old-fashioned axes. You don't even have to use chain saws or push the trees out of the way with bulldozers. After all, there are such things as shaped charges and other types of modern explosives. And it is even conceivable that we might use an atomic flame thrower."

"And you mean to tell me, Mr. Botts, that you have on hand such machines and devices?"

"Certainly not, Mr. Buttrick. The methods we use are entirely different—and completely secret. I have mentioned these other things merely to broaden your outlook and to indicate to you that the field of military engineering is not limited by the conventional techniques of former years."

"Listen, Mr. Botts," he said. "I am a busy man. I have no time to listen to all this fantastic chatter. It just happens that I am going to fly my private plane to Buttrick Canyon next Thursday. Naturally I am not planning to land. I merely want to look the place over from the air and watch the parachute operation that the Jumbo Wheel Tractor Company is planning for that day."

"By next Thursday I will have your airstrip all finished," I said. "I would suggest therefore that you notify the Jumbo people so that they may be spared the expense of this useless expedition."

"Ha!" said Mr. Buttrick. "I will do exactly that. It will be amusing to

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hear what they say." He put in a call, and then spoke into the telephone, "There is a character here who claims he will build an airstrip at Buttrick Canyon within the next three days.... He wants to save you the expense of flying your equipment up there only to find you are too late.... No, I don't believe it any more than you do.... All right, if you want to go ahead, it's O.K. with me." He hung up.

"Apparently," I said, "the Jumbo people are going to fly up there anyway."

"Yes. They think this whole thing is a cheap trick on your part to scare them into abandoning the job, so you can go up later and have the field to yourself. So, from now on, it is action, not words, that will count. My offer is still open, Mr. Botts. If you have that airstrip finished by the time I get to Buttrick Canyon next Thursday, I will pay all reasonable costs of construction. And the million-dollar order will be yours—even though you refuse to match the discount offered by Jumbo. So now, Mr. Botts, I would suggest that you turn off your foolish-sounding stream of talk and get out of here so I can attend to more important matters."

At this point I decided that I had put across my ideas so successfully that further conversation would be useless. Accordingly, I took my leave and returned to the hotel, where I have been writing this report. By the end of the week I hope to inform you that the big order is definitely in the bag for the Earthworm Tractor Company. And at that time I will be most happy to return to my regular job as sales manager of the company. I only hope you have followed my advice and refrained from hiring a new sales manager, so that you will be spared the embarrassment of getting rid of him on such short notice.

Most sincerely,
ALEXANDER BOTTS

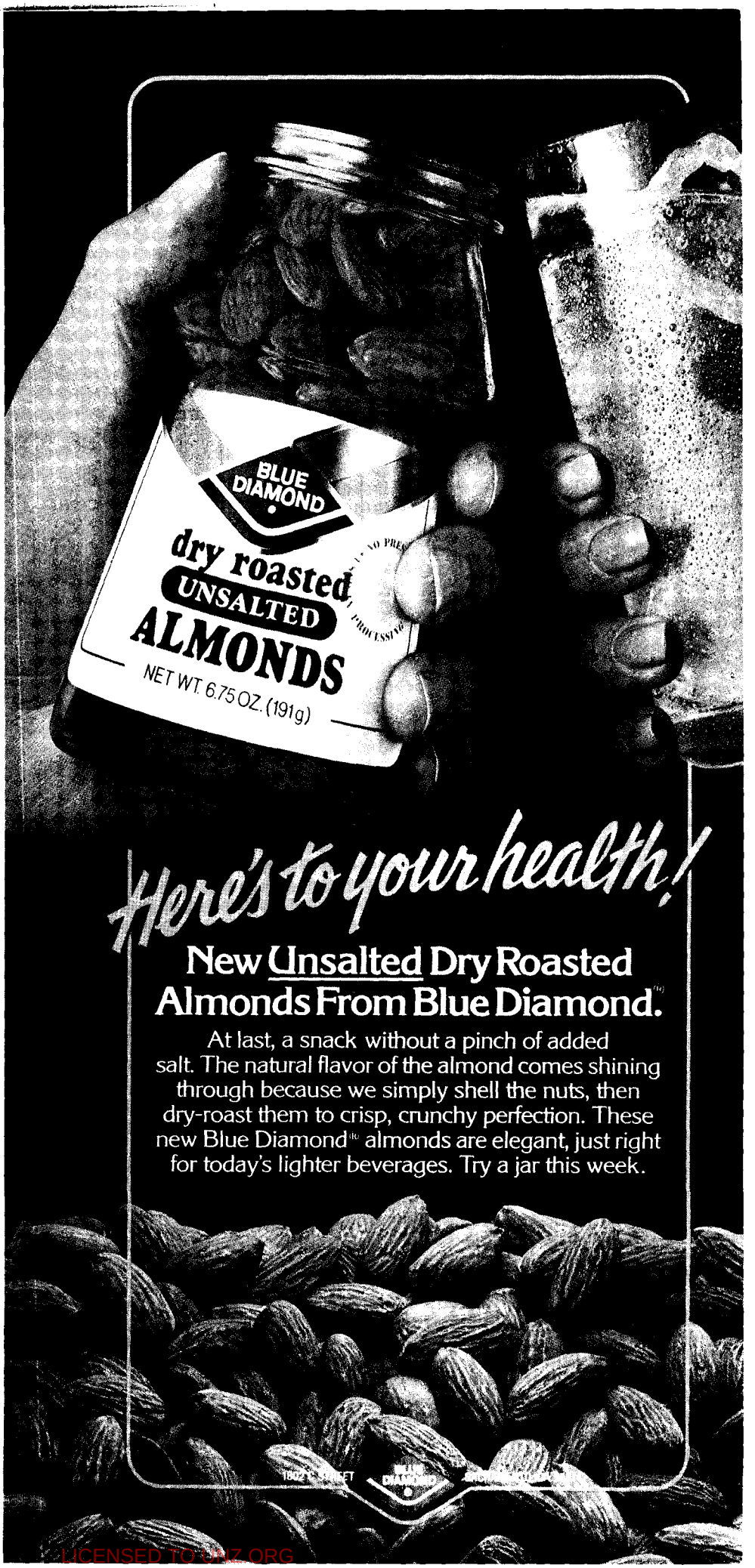
TELEGRAM

EARTHWORM CITY, ILLINOIS
MAY 9, 1956

ALEXANDER BOTTS
WINNIPEG HOTEL
WINNIPEG, CANADA

WE HAVE NOT YET HIRED NEW SALES MANAGER. IF YOU ACTUALLY PUT ACROSS THIS MILLION-DOLLAR DEAL, YOUR OLD

continued on page 88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FOOD

A FEAST OF RICE

There's more than a grain of truth to the old Chinese saying that "rice is the king of foods."

by Allen Simon

One of my most vivid childhood kitchen recollections is of my mother using the potato-ricer—that peculiar contraption that, properly employed, can torture ordinary boiled potatoes into a substance the shape and texture of rice. This attempt at imitation can only be construed as the sincerest flattery—since no one, to my knowledge, has ever tried to make rice look like a potato. It also points out the most outstanding attribute of rice. Simply stated, rice is, well, nice! Its neutral flavor, its pleasant texture, its lack of salt and fat and its versatility make it the suitable starting point from which to fashion a feast.

But rice has other virtues as well. Back in the 1940s, when Dr. Walter Kempner of Duke University Medical Center went looking for the basic ingredient of a diet to treat patients with severe hypertensive cardiovascular disease, he chose rice. Dr. Kempner later adapted his rice diet for diabetic patients, and in more recent years, he began to employ it for treating obesity.

The patients Dr. Kempner chose for studies of his "rice/reduction" diet were all severely and dangerously overweight. His diet program worked like this: His subjects were started on a low-calorie (400 to 800 per day) regimen. After one month, he allowed the addition of some vegetables, and still later, some lean meats—a change that kept the overall calorie count at less than 1,000 calories per day.

The program, which included exercise, motivation and multivitamin supplements to insure adequate nutrition, was carefully controlled, and it worked. In one study, 106 obese patients lost at least 100 pounds each over a one-year period, and some lost much more. Dr. Kempner found the rice diet superior to other more drastic measures sometimes used to reduce obesity, such as intestinal bypass and fasting.

What his study means to those with less weighty problems who desire to shed a pound or five, or even to those who just want to maintain the status quo, is that cooking with rice is a healthy way to keep trim. Be the rice dishes you wish to prepare casseroles, soups, breads or even desserts, it's possible to make a feast of them and not be sorry later that you ate the whole thing. The recipes that follow are designed with health and weight, as well as overzealous appetites, in mind—but first a word about cooking rice.

Rice should always be steamed to light, fluffy perfection. This simply requires some patience and the ability to resist the urge to lift the lid to see how things are coming along.

Brown rice requires more patience than white. Both should be started by immersion in boiling water and stirring once or twice, then allowing them to simmer covered and UNDISTURBED (at least 20 minutes for white and 40 for brown). All the water must have steamed away. Leaving rice covered after turning off the burner won't do any harm and may make for a fluffier result. If you are one who can't resist lid-lifting, use a pan with a see-through top—then you can peek with impunity.

Many types of rice are available. Some require more cooking water per cup than others. They include:

- *Carolina rice*—(a plump, creamy rice) long-grained, angular, white or slightly bluish, bright and shining. Requires 1½ cups liquid per cup rice or 1¼ cups liquid per cup soaked rice.
- *Indo-Chinese rice*—smaller than Indian rice, but cooks perfectly without breaking up. Requires 1½ cups liquid per cup rice.
- *Java rice*—elongated grains, transparent shine and flat. Requires 1½ cups liquid per cup rice.
- *Japanese rice*—oval grains, translucent with dark mark at center, grayish-white, hard and shiny. Requires 1¼ cups liquid per cup rice.
- *Patna rice*—cylindrical in form, less transparent and less shiny, translucent white and grains less hard. Requires 1¼ cups liquid per cup rice.

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- *Roman rice*—grayish-white grains, and dull. Requires 1¼ cups liquid per cup rice.
- *Piedmont rice*—short, rounded grains, very white and shining, grayish and opaque at center. Arborio rice from Piedmont is a very starchy Italian rice with a round, short grain. Requires 1¼ cups liquid per cup rice.
- *Converted rice*—when steamed will expand to three times its original volume parboiled or dried. One cup raw rice makes 3 cups cooked. Requires 1¼ cups liquid per cup rice.
- *Brown rice*—a natural, unpolished rice with only the husk removed. Requires a longer cooking time of 40-50 minutes with 2 cups liquid per cup rice. (Milling and polishing make the rice white, and also remove some nutrients and fiber.)
- *Basmati rice* (Used in Indian and Middle Eastern dishes.)—an aromatic and delicate rice. Cooks approximately 20 minutes with 1¼ cups liquid per cup rice.

Chicken Rice Soup
(Makes 6 servings)

½ cup diced chicken
3 medium cans low-sodium chicken broth
1 cup brown rice, uncooked
6 stalks celery, tops included
1 onion, chopped
2 cloves garlic, crushed
2 cups water (approximate)
¼ teaspoon marjoram
¼ teaspoon thyme
¼ teaspoon basil
½ teaspoon pepper

Remove all fat and skin from the chicken. Place chicken in a soup kettle with enough water to cover. Cook until tender, about 25 minutes. Remove chicken to a tray. Put the broth in the freezer to cool quickly. Skim all fat from the broth. Add additional cans of low-sodium broth to the pot. Cut the chicken into bite-size pieces and add them to the soup. Add chopped onion and garlic. Chop the celery stalks into bite-size pieces and add to the soup. Take all the celery tops and cut them into pieces for an additional tasty flavor. Stir in the rice and seasonings. Simmer for about 45 minutes covered.

Zucchini Soup with Rice
(Makes 6 servings)

½ cup onions, chopped
1 clove garlic, minced
1 teaspoon margarine
1 quart chicken broth
2 cups sliced zucchini (about 12 ounces)
½ teaspoon salt, optional
¼ teaspoon black pepper, coarsely ground
¼ teaspoon each ground sage and thyme
½ cup uncooked brown rice
Grated Parmesan cheese

Cook onions and garlic in margarine until soft but not brown. Add remaining ingredients, except zucchini and cheese. Bring to a boil. Stir once or twice. Lower heat and simmer for 30-40 minutes or until rice is tender. Add the zucchini in the last 20 minutes. Ladle into bowls and sprinkle with Parmesan cheese.

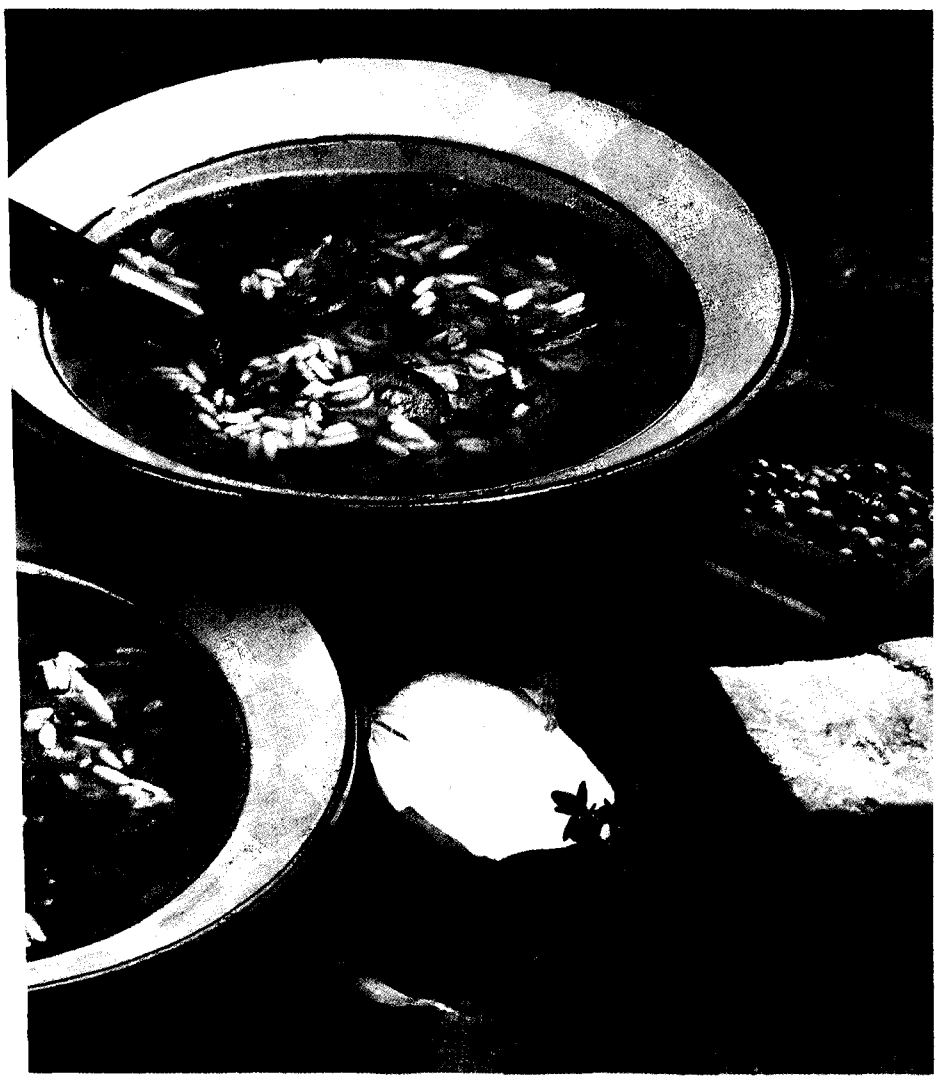
Spanish Rice
(Makes 4 servings)

1 cup uncooked rice
½ cup bell pepper, chopped
½ cup onion, chopped
1 Jalapeno pepper, chopped
1 clove garlic, minced
2 cups water
1 cup tomato sauce
½ teaspoon red pepper
¼ teaspoon cumin seed
1 teaspoon parsley flakes
¼ teaspoon basil

Combine rice, spices and water in a 2-quart sauce pan; bring to a boil, stir once, simmer 15 minutes covered. Add tomato sauce and simmer 5 minutes more. Turn off heat and leave pan covered 10-15 minutes until all liquid is absorbed.

Six-layer Vegie Supreme
(Makes 4 servings)

1 cup brown rice
2 cups water
1 cup farmer cheese, grated



Brown rice teams up with zucchini to make unique chicken-based soup. A sprinkling of Parmesan cheese adds the right touch for a gourmet treat.

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Can a sugarless dessert really be so tasty? Yes! The proof is in this rice pudding with apricot sauce.

3 small zucchini or ¾ pound broccoli flowerettes
1¼ cups cottage cheese (low-fat small curd)
1 cup farmer cheese, grated
3-4 fresh tomatoes
1 cup yogurt
1 tablespoon fresh parsley
3 tablespoons green peppers, minced
1 clove garlic, minced
1 teaspoon sweet marjoram

First layer: Steam the rice 45 minutes in 2 cups water. Spread into 13"x9" pan. Second layer: Over rice, layer raw zucchini or partially steamed broccoli to about ¾"-1" depth. Third layer: Blend 1 cup of the cottage cheese and ½ cup of the grated farmer cheese. Spread over zucchini. Fourth layer: Add sliced tomatoes. Fifth layer: Blend 1 cup yogurt plus ¼ cup cottage cheese. Season with parsley, green pepper, clove of garlic and sweet marjoram. Spoon over tomatoes. Sixth layer: Sprinkle with remaining ½ cup farmer cheese. To blend flavors, allow to set at least 1 hour before baking. Bake at 325° F. about 45 minutes until lightly browned and bubbly.

Apricot Sauce
(Makes 6 servings)

12 very ripe apricots
2 tablespoons minute tapioca
1 teaspoon of Kirsch

Rub a dozen ripe apricots through a fine sieve or crush in a blender. Put the pulp thus obtained into a small pan and add tapioca. Bring to a boil and take off scum. When the sauce coats the spoon, remove from heat. Pass through a fine strainer. Flavor with a tablespoon of Kirsch or any other liqueur.

Rice Pudding
(Makes 6 servings)

2 quarts milk, low-fat
1 egg
1 cup brown rice
½ cup raisins, plumped in boiling water
Cinnamon, to taste

Pour milk into sauce pan or kettle. Add beaten egg. Stir until dissolved. Pour rice into water and bring to boil. Drain. Add rice and raisins to milk mixture and bring to boil. Reduce heat to simmer and cook, stirring occasionally, for 1 hour until thickened. Cool and pour into serving dishes. Top with apricot sauce.

Herb Brown Rice
(Makes 4-6 servings)

1 tablespoon polyunsaturated oil
½ teaspoon thyme
½ teaspoon rosemary
1 tablespoon onion, finely chopped
¾ cup brown rice
1 cup low-sodium chicken broth

Heat oil in skillet. Add thyme, rosemary and onion and sauté. Add rice and stir into herbs. Sauté for one minute. Add chicken broth and stir. Cook 30-40 minutes until done.

McGowan's Chicken
(Makes 4-6 servings)

4 or 5 chicken breasts, skinless
2 tablespoons safflower oil
1 tablespoon whole-wheat flour
2 teaspoons cider vinegar
½ teaspoon dill weed
1½ cups nonfat milk
1 cup mushroom slices

Heat oil in skillet. Add chicken breasts and brown. Remove from pan and set aside. Stir flour into residue of skillet, cooking on low heat. When flour begins to brown, start adding milk slowly, stirring continuously until all milk has been added. Stir in vinegar and dill weed. Return chicken breasts to pan. Cover and cook on low for 15-20 minutes until sauce has noticeably thickened. Sprinkle mushroom slices over chicken and sauce. Cover and cook 5 more minutes. Serve with Herb Brown Rice.

Biggest Deal

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JOB WILL BE WAITING FOR YOU. HOWEVER, YOUR CLAIMS DO NOT MAKE SENSE. THE EARTHWORM COMPANY HAS NEVER CO-OPERATED WITH THE CANADIAN ARMY IN DEVELOPING ANY SUCH SECRET MACHINERY AS YOU INDICATE. IT IS THE UNANIMOUS OPINION OF OUR ENGINEERING DEPARTMENT THAT THERE IS NO EQUIPMENT IN EXISTENCE WHICH COULD BE MOVED INTO AN UNINHABITED WILDERNESS AND BUILD A MILE-LONG AIRSTRIP—ALL IN THREE DAYS. IT IS ONLY FAIR TO TELL YOU I AM HIGHLY SKEPTICAL.

GILBERT HENDERSON

Winnipeg Hotel
Winnipeg, Canada

Saturday, May 12, 1956

Dear Henderson: No wonder you are skeptical. You have read my reports so carelessly that you have missed a number of important points. And you have jumped to a lot of unwarranted conclusions. If you will read over my remarks, you will see that I never said the Earthworm Tractor Company had co-operated with the Canadian Army in developing secret machinery. I merely said that the company (represented by myself, even though I have been on temporary leave) was co-operating with the Canadian Army on construction methods. And this is perfectly true. Col. Angus MacNab and I have been co-operating on secret methods, not machinery.

Furthermore, I never said I would construct a mile-long airstrip in three days, I merely said I would have it finished in three days—which is something entirely different.

Your lack of understanding, Henderson, is of course partly due to the fact that I was compelled, for reasons of military secrecy, to withhold a few of the more important facts. Now, however, my friend Angus has informed me that the situation has changed sufficiently so that I may reveal what has heretofore been top secret. I will therefore explain exactly what I have been doing, and I will do so as nearly as possible in words of one syllable, so that even you, Henderson, may be able to understand what has been going on. I want you to notice that if you had read my previous reports a little

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more carefully, you could have guessed at a great many of the conclusions which I was unable to explain fully.

In my first letter I reported that our dealer had casually mentioned a rumor about a radar station near Buttrick Canyon. I also told you that Col. Angus MacNab, who had formerly been in charge of Earthworm tractors and other heavy equipment on such projects as the Alaska Highway, has recently been doing some sort of work in the Aircraft Warning Service. Putting all these facts together, I decided—before I even talked to Angus—that he was probably in charge of building radar stations—including the one near Buttrick Canyon. If so, he might have some heavy equipment in the neighborhood.

I lost no time, therefore, in calling on Angus. And I was delighted to find that the situation was even better than I had hoped. Not only was Angus in charge of setting up radar stations, he had actually been working for over a month on the station near Buttrick Canyon. It seems the job is semisecret. It is apparently impossible to conceal a radar station completely, but the government prefers to keep these installations as inconspicuous as possible. Rumors get around, but the general public knows very little about what is going on.

Angus told me that he had spent the preceding month with a fleet of twenty-four Earthworm tractors and auxiliary equipment in building a tractor trail—as narrow and as inconspicuous as possible—from the Alaska Highway to the site of the radar station. All of this equipment was still on hand only ten miles from Buttrick Canyon.

This was one of those lucky breaks which you, Henderson, like to refer to as "purely accidental" or "mere luck." However, I would like to point out that this kind of luck occurs only to people like me who go after it. Our Winnipeg dealer had heard the rumor about the radar station. He had worked with Colonel MacNab in the past on various construction projects and knew of his recent connection with the Aircraft Warning Service. But he never did anything about it. I gave you all the facts, Henderson, two weeks ago. And you never did anything. You

continued on page 94

ELEGANT PROTECTION

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These truly unique mats are personalized with your initials or car emblem at no extra cost. Your initials aren't just painted on, they're permanently dyed into the fabric. With dark colored mats we start with a lighter colored base carpet, then dye and heat-set the entire background in an attractive contrasting color. They're a great gift idea!

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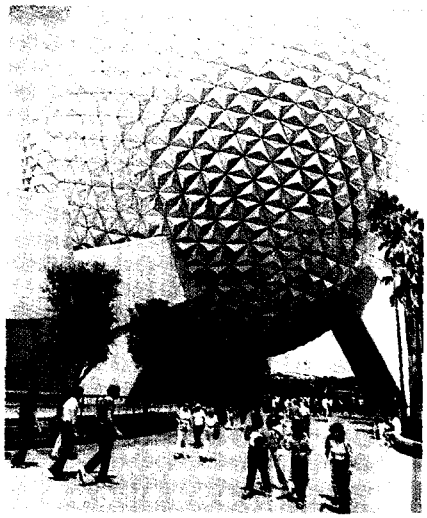


ON THE MOVE WITH EPCOT

Whether blasting into the past or taking a fling at the future, visitors to Epcot's World of Motion will find themselves educated as well as entertained.

by Robin Roberts

The American auto industry is alive and will be doing well far into the future. No, this news isn't a report from the stock market or an examination of some corporate profit-and-loss statements. We got this hot tip from the Walt Disney World®'s renowned Epcot Center, Lake Buena Vista, Florida.

An amusement park? you say. Thanks, but you'll stick to the *Wall Street Journal* for your financial news?

Well, not to criticize that venerable newspaper—but, in this case, it's a lot more fun to check your assets by driving straight to central Florida to see General Motors' Epcot exhibit, "World of Motion."

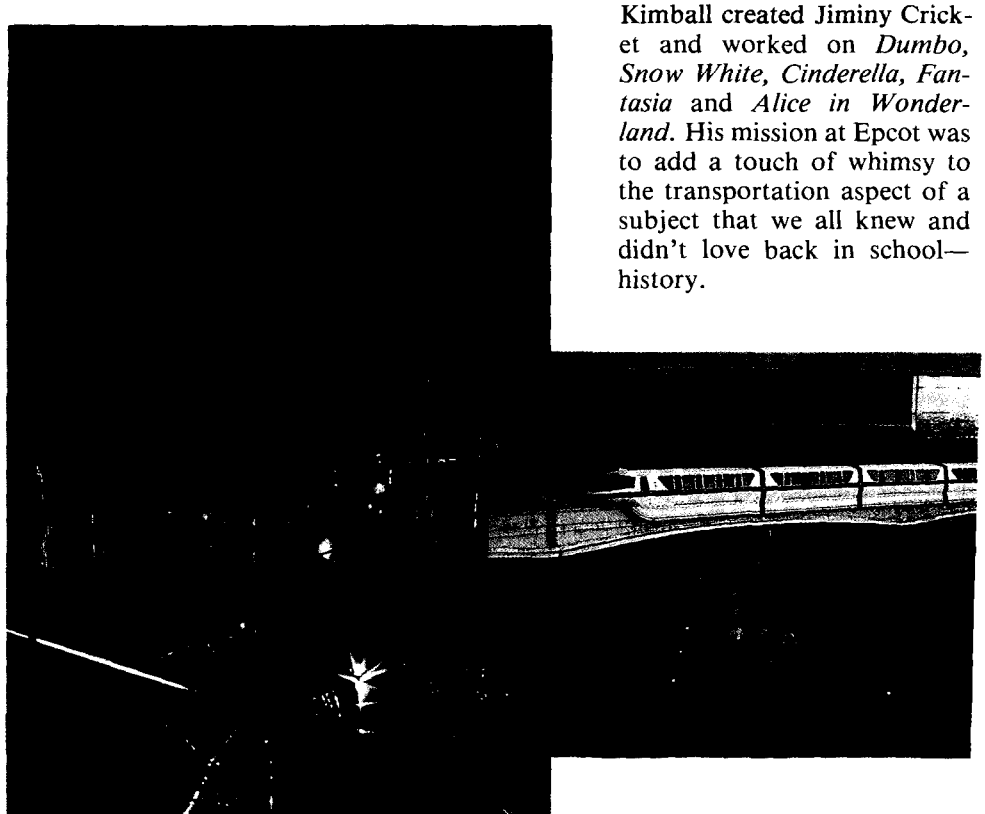
Of course, it's going to set you back a little bit more than 40 cents—but there are several reasons you should go. By visiting the World of Motion, you'll see with your own eyes: The radically different vehicles our auto manufacturers will be producing in a few years; the streamlined ways that they'll make them; how General Motors designs a totally innovative vehicle from scratch; and the place where not-yet-feasible contraptions have been dreamed up.

It's fitting that General Motors should open one of the first and most popular exhibits at the Epcot Center. After all, it was GM that practically invented look-into-the-future exhibits with its famed "Futurama" at the 1939 New York World's Fair.

World of Motion may yet equal its predecessor in popularity. Twenty thousand per day have poured through its gates since its October 1, 1982, opening—more than 7 million visitors in all.

"Transcenter" is the name for the future-oriented half of World of Motion. Its layout is right to the point of the latter's theme song—"It's Fun to Be Free." Here the visitor can wander on his own among 33,000 square feet and five main exhibits: Aerotest, a replica of GM's research wind tunnel; "The Bird and the Robot," a little stage show to introduce what's happening in industrial robotics; a Disney-animated cartoon on the merits of the nine leading engine candidates of the future; Concept 2000—you get to see an all-new automobile designed from start to finish; and Dreamer's Workshop, where far-out concepts that would make it more "fun to be free" get an airing.

But what if you've just come in from one of Epcot Center's five other futuristic, technological exhibits, and you need a little break from all that future, future, future? No problem. GM will start by taking you right in the opposite direction—into the past. And the best part is (no, it's not free) that you'll be able to get off your feet for 14½ minutes. That's how long it will take you to ride the "chair car" past 24 scenes filled with 139 inimitably animated figures, courtesy of Walt Disney Productions and the recently unretired, Oscar-winning animator Ward Kimball. Formerly, Kimball created Jiminy Cricket and worked on *Dumbo, Snow White, Cinderella, Fantasia* and *Alice in Wonderland*. His mission at Epcot was to add a touch of whimsy to the transportation aspect of a subject that we all knew and didn't love back in school—history.



(Above) Epcot Center's geosphere towers 180 feet above the entrance. (Right) The City of Tomorrow is the last stop on a historical field trip that covers a hundred lifetimes in 14½ minutes.

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Ancient Civ never had it so fun. Kimball's put Roman "Chariots Gloriosus" on sale at "Savings Maximus," complete with mark-downs in Roman numerals. But the point of the whole exercise is instructive: How we came to be what we are today, a mobile society, and what a struggle it was to bring us the wheel, and the train, the car and then the plane.

About those chair cars—they're something of a GM tradition, having debuted at the '39 Futurama. Seating passengers three abreast, sound equipped, they efficiently whiz 3,240 patrons per hour (elapsed distance 1,747 feet, speed 1.83 feet per second, if you're counting) past Kimball's creations.

In real Disney fashion, the best is saved for last. Having surveyed the panorama of history in less than 15 minutes, the passengers are sent soaring—strictly an illusion, the Disney engineers assure us—high above a futuristic megalopolis that's all abustle and aglow.

Now GM's got you primed to blast off into the future. And the future's going to be mighty good if GM's got anything to say about it. For instance, there's the "Lean Machine," a show-stopping three-wheeler that will do 0-60 in seven seconds, with 200 miles per gallon. (You'll notice we didn't say 0-55. That's because with mpg like that, there ain't gonna be no more "55" business.) They say "Lean Machine" would handle much like a motorcycle, only with fewer spills and more protection.

Maybe we've gone a little *too* into the future. "Lean Machine" is found in Dreamer's Workshop, a place for the technologically romantic. More down to earth is Concept 2000, where you'll see the development, from start to finish, of ideas such as "Aero 2000," a two-door, three-cylinder, four-seat turbocharged diesel that's twice as fuel-efficient as GM's best current front-wheel-drive subcompact. Best of all, the "Aero 2000" could be put on the highways and byways very soon using the technology we have right now.

The "Lean Machine" may be the hit of World of Motion's first year. It "leans" like a motorcycle, as well as being speedy and quite economical.

Both the "Lean Machine" and "Aero 2000" must be aerodynamic to achieve those remarkable mileage ratings that someday will impress the EPA—and that's the job of "Aerotest," a replica of a GM research wind tunnel. It stands near the entrance of Transcenter, and the first-time visitor might think he has encountered a very enlarged aorta or a small sun—but fear not. It's just that you need something that big to contain all that hot air.

If any preteens are in tow, a couple of shows en route are sure to entertain them if they have somehow failed to show interest yet. In "The Bird and the Robot," a big boss bird gets his comeuppance from a lowly peon robot, who eventually proves not only that he can do many tasks more dextrously than humans, but that they're the type of jobs we'll be glad to be free of, as well.

The other show is "Water Engine"—perhaps the world's first debate among cartoon characters. The subject is the relative merits of future automotive power systems. A miner plumps for coal-powered turbines. A farmer stands four-square for the horse.

More sophisticated ideas appear: Magnetic levitation with linear acceleration. Turbine-electric battery hybrid engines. "The Cowpoke" has the final word on the subject. To paraphrase both him and Gershwin—Gibraltar may crumble, but the internal-combustion engine is here to stay (for a good long while).

In this small space, we've been able to touch upon just a sample of the fun and stimulation at GM's World of Motion, and at Epcot Center in general. There's a lot more to do than you'll be able to cover on either the one- or three-day passes—so you'd better plan to drive down more than once.

(Left) Two modes of transportation when you visit Epcot. (Right) The town square becomes a battleground as the horseless carriage appears, in a scene animated by Disney artist Ward Kimball.

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The PENALTY OF LEADERSHIP

IN every field of human endeavor, he that is first must perpetually live in the white light of publicity. ¶Whether the leadership be vested in a man or in a manufactured product, emulation and envy are ever at work. ¶In art, in literature, in music, in industry, the reward and the punishment are always the same. ¶The reward is widespread recognition; the punishment, fierce denial and detraction. ¶When a man's work becomes a standard for the whole world, it also becomes a target for the shafts of the envious few. ¶If his work be merely mediocre, he will be left severely alone—if he achieve a masterpiece, it will set a million tongues a-wagging. ¶Jealousy does not protrude its forked tongue at the artist who produces a commonplace painting. ¶Whatsoever you write, or paint, or play, or sing, or build, no one will strive to surpass, or to slander you, unless your work be stamped with the seal of genius. ¶Long, long after a great work or a good work has been done, those who are disappointed or envious continue to cry out that it can not be done. ¶Spiteful little voices in the domain of art were raised against our own Whistler as a mountebank, long after the big world had acclaimed him its greatest artistic genius. ¶Multitudes flocked to Bayreuth to worship at the musical shrine of Wagner, while the little group of those whom he had dethroned and displaced argued angrily that he was no musician at all. ¶The little world continued to protest that Fulton could never build a steamboat, while the big world flocked to the river banks to see his boat steam by. ¶The leader is assailed because he is a leader, and the effort to equal him is merely added proof of that leadership. ¶Failing to equal or to excel, the follower seeks to depreciate and to destroy—but only confirms once more the superiority of that which he strives to supplant. ¶There is nothing new in this. ¶It is as old as the world and as old as the human passions—envy, fear, greed, ambition, and the desire to surpass. ¶And it all avails nothing. ¶If the leader truly leads, he remains—the leader. ¶Master-poet, master-painter, master-workman, each in his turn is assailed, and each holds his laurels through the ages. ¶That which is good or great makes itself known, no matter how loud the clamor of denial. ¶That which deserves to live—lives.

Cadillac Motor Car Co. Detroit, Mich.

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(This advertisement appeared in The Saturday Evening Post on January 2, 1915)

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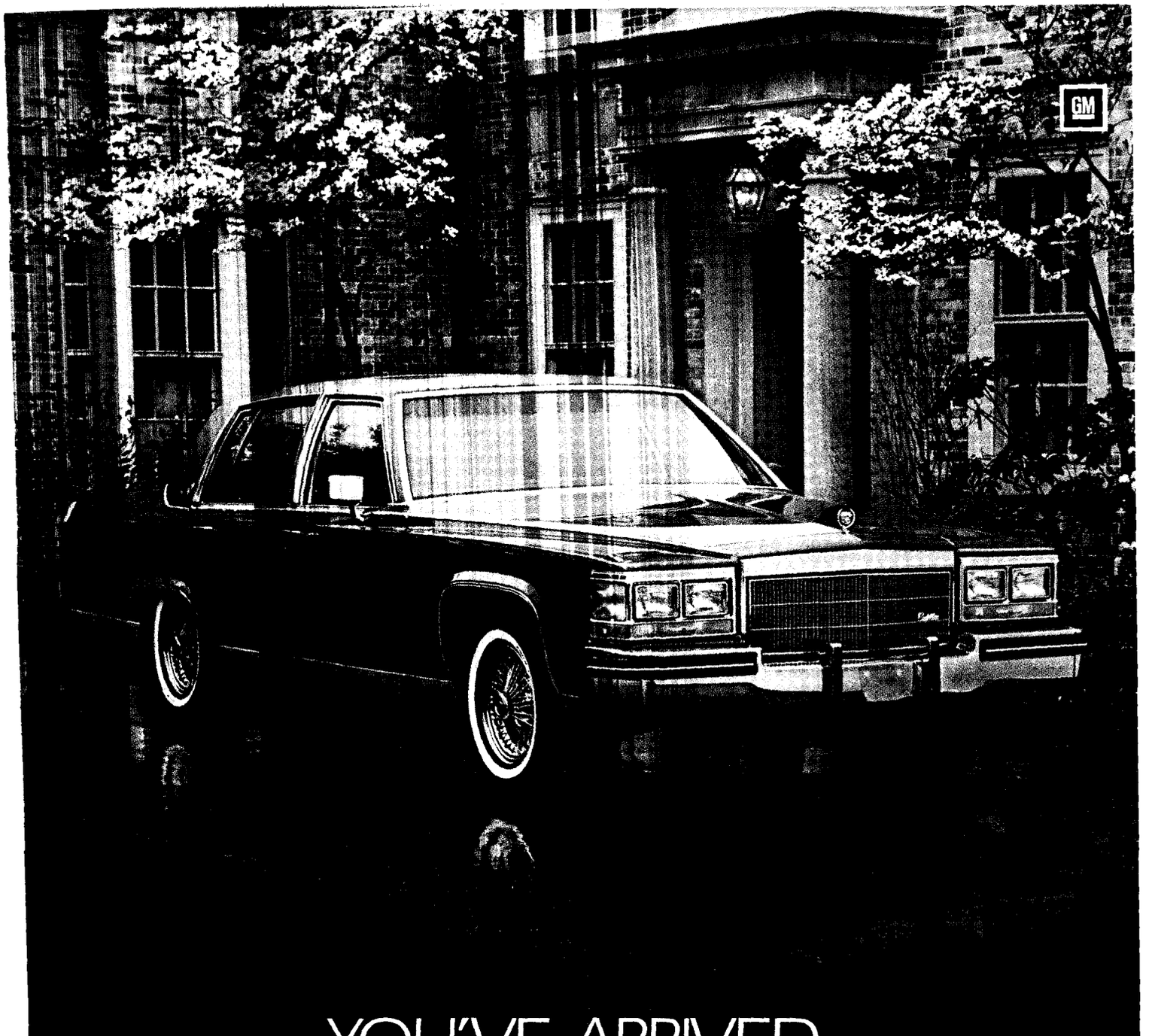

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BEST OF ALL...IT'S A CADILLAC.

Let's Get It Together... Buckle Up.

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Biggest Deal

continued from page 89

never even thought of doing anything. But I am a man of action. And I am proud to report that I have finished up this project as brilliantly and efficiently as I started it.

It was not easy. First I had to convince Angus—by a great flood of inspirational oratory—that Mr. Buttrick's mining operations are of such vital importance to the defense industry in both the United States and Canada that it was his patriotic duty to use his big fleet of tractors to build the airstrip at Buttrick Canyon.

Then I had to persuade him to do the job right away, without waiting for permission from his superior—a rather unreasonable general who was taking a trip somewhere in the South Pacific.

"You can do the job first," I said, "and ask permission afterward. You don't have to tell him about this yourself. And you can keep the news from leaking out and reaching him indirectly by declaring the whole operation top secret—which will be entirely in accordance with established military tradition."

"How so?"

"Military secrecy," I said, "is sometimes used to conceal vital facts from the enemy. But it is employed even more often to hide embarrassing facts from superior officers, from investigating committees and even from the general public."

Angus hesitated. But finally he agreed to go ahead—keeping the whole operation secret. So you were completely right, Henderson, when you suggested in your recent letter that my talk about military secrecy was something I dreamed up to protect Angus and myself.

Building the airstrip was fairly easy. Angus sent out advance orders by radio, and we both arrived on the scene the following day, after a rush trip by plane and jeep. With all that machinery available, the construction work was pure routine. We scraped off the scrubby growth of spruce, jack pine and aspen, including the fluff and duff around the roots. Then we smoothed up the hardpan so that we had a reasonably good landing field of the kind called for in Mr. Buttrick's specifications.

The whole job was finished in about ten days. When I got back to Winnipeg, however, I had the problem of persuading Mr. Buttrick, who had just returned from Labrador, to reinstate the offer that our dealer had turned down. Mr. Buttrick was already much impressed by the Jumbo offer to sell him what they claim is a million dollars' worth of machinery for only $750,000. My only chance to argue him into spending a full million for Earthworm was to promise him a hurry-up job on his airstrip. But I could not tell him the airstrip was already finished. Even you, Henderson, will admit that I could not successfully bargain with a tough customer by offering him something he already had. Furthermore, I could not tell him how the job was done; that was a military secret.

That is why I had to give him the highly imaginative sales talk that I quoted in my previous letters. Fortunately, I was able to get him to renew his offer. And this afternoon, when he returned from a hasty inspection trip to Buttrick Canyon, I think he actually believed I had done the whole job in three days. Anyway, he signed the million-dollar order. He paid the airstrip construction costs—which I am turning over to Angus. And he notified the unfortunate Jumbo people that they were out in the cold. If he finds out later that we did the job ahead of time, it will do no harm.

Just before I started to write this report, my friend Angus telephoned that his commanding officer had returned in such an unexpectedly affable mood that he had taken a big chance and told him the entire story of our little project in British Columbia. The general promptly gave his ex-post-facto approval, so the job is no longer top secret and I am therefore free to tell you all about it.

Our dealer has enthusiastically paid me the $10,000 commission, so I am accepting your offer and returning to my old job as sales manager—this time with a very satisfactory little nest egg to use in case I should decide at some future time that I would be able to best further the interests of the company by re-resigning.

Cordially yours,

ALEXANDER BOTTS.

You be the Judge

By John Ritter

The newspaper advertisement was inviting: "$200 mink stole on sale for $1. First come-first served."

Charlie grabbed the paper, drove downtown and camped out all night in front of the discount store. The second the doors were unlocked in the morning Charlie rushed to the manager. "I'll take the mink stole," he said, holding a dollar bill in one hand and the newspaper ad in the other.

"No dice," said the manager, "the offer's only open to women."

Outraged after his all-night vigil, Charlie hired a lawyer to sue.

"A binding contract was created by the newspaper ad and Charlie's acceptance of it," claimed the lawyer.

If you were the judge, would you make the store sell the mink for $1?

Charlie gets the fur for a dollar. When he handed the manager the dollar bill, the contract was completed, and it was too late for the store to back out.
(Based on a 1957 Supreme Court of Minnesota case)

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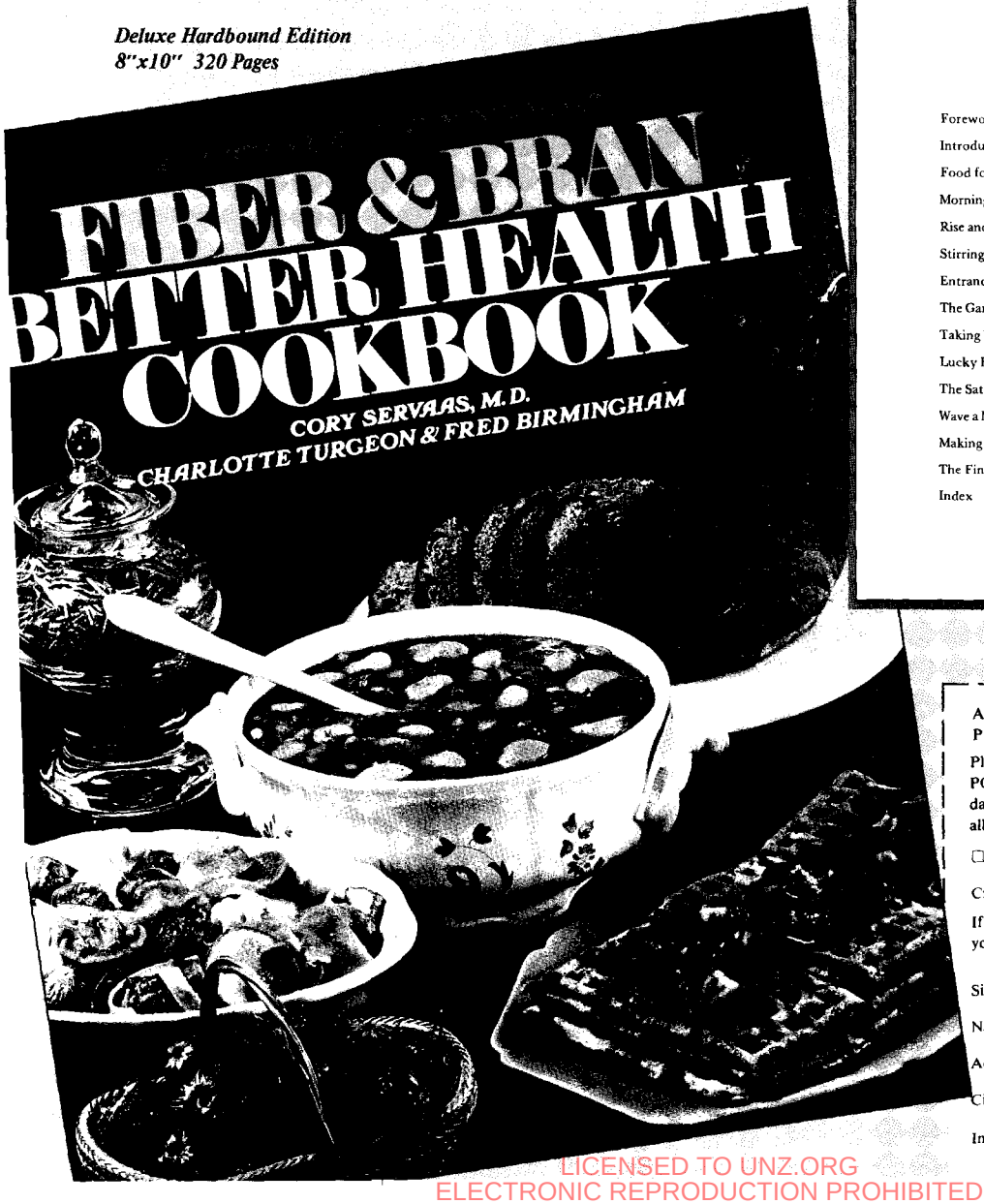

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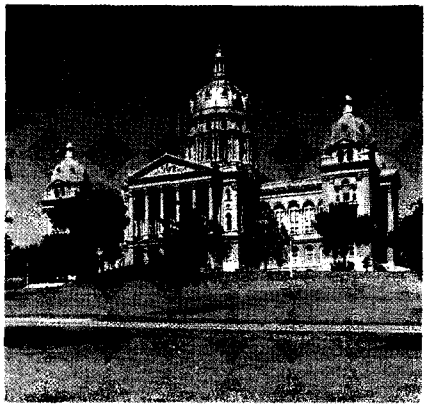
Where in the World?

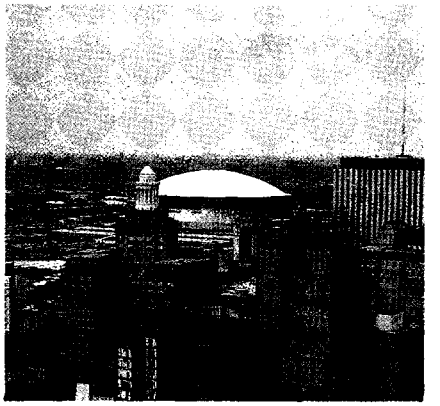
We're going to take you all over this big wide world, but here's one hint—both domes can be found in the U.S.A.



A

☐ *Indiana*
☐ *Iowa*
☐ *Illinois*

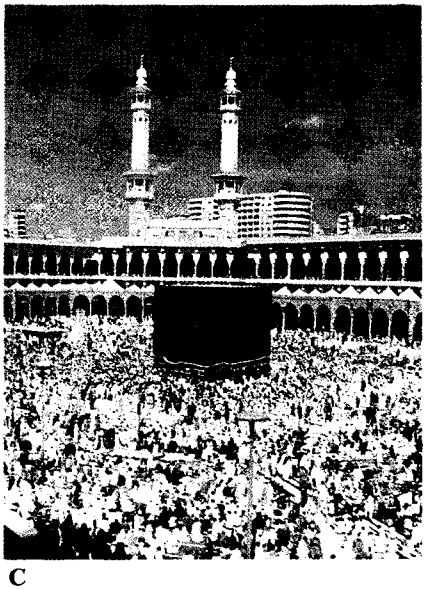
This capitol building is set in the heartland of the nation. The state is considered by many to be among the flattest, although some would award that distinction to neighbors like Kansas or Nebraska. The state leads the nation in corn and hog production, and is second only to California in total state agricultural output.



B

☐ *New Orleans*
☐ *Houston*
☐ *Seattle*

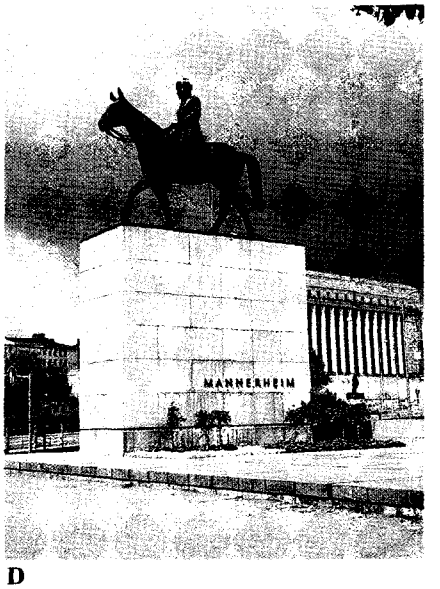
The dome featured above is billed "the world's most versatile public assembly." It has hosted three Super Bowls as well as an attendance-record-breaking NCAA championship basketball game. Four years in the making, it contains 9,000 tons of computerized air-conditioning equipment and a $1.3 million TV set, and at one event, 12,000 bingo players.



C

☐ *Medina*
☐ *Jerusalem*
☐ *Mecca*

Millions come to this city each year to pray in front of this black-shrouded building. And millions more all over the globe face in its direction each day to pray and to wish that they too might make the trip before they die.



D

☐ *Helsinki*
☐ *Stockholm*
☐ *Oslo*

This statue commemorates the George Washington of a Baltic nation. The man in question was a much better fighter on skis than on horseback, however.

(Answers on page 109)

Hell Creek Crossing

continued from page 72

Because we could see him as well as hear—the suck and plop of the mules' feet as they picked their delicate way along the edge of the mudhole, the almost musical jangle of the looped chains, the man riding one and leading the other, his shoes tied together by the laces looped over one of the hames, the doubletree balanced in front of him as the old buffalo hunters in the pictures carried their guns, a gaunt man, older than we—I, anyway—had assumed.

"Morning, boys," he said. "Looks like you're about ready for me now. Howdy, Jefferson," he said to Boon. "Looks like you did get through last summer after all."

"Looks like it," Boon said. He had changed, instantaneous and complete, like a turned page: the poker player who has just seen the second deuce fall to a hand across the table. "We might 'a' got through this time too if you folks didn't raise such heavy mud up here."

"Don't hold that against us," the man said. "Mud's one of our best crops up thisaway."

"At $2 a mudhole, it ought to be your best," Ned said. The man blinked at Ned a moment.

"I don't know but what you're right," he said. "Here. You take this doubletree; you look like a boy that knows which end of a mule to hook to."

"Get down and do it yourself," Boon said. "Why else are we paying you $2 to be the hired expert? You done it last year."

"That was last year," the man said. "Dabbling around in this water hooking log chains to them things undermined my system to where I come down with rheumatism if I so much as spit on myself." So he didn't stir. He just brought the mules up and turned them side by side while Boon and Ned hooked the trace chains to the singletrees, and then Boon squatted in the mud to make the log chain fast to the car.

"What do you want me to hook it to?" he said.

"I don't care myself," the man said. "Hook up to any part of it you want out of this mudhole. If you want all of it to come out at the same time, I'd say hook to the axle.

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But first I'd put all them spades and ropes back in the automobile. You won't need them no more, at least here." So Ned and I did that, and Boon hooked up, and we all three stood clear and watched. He was an expert, of course, but by now the mules were experts, too, breaking the automobile free of the mud, keeping the strain balanced on the doubletree as delicately as wire walkers, getting the automobile into motion and keeping it there with no more guidance than a word now and then from the man who rode the near mule and an occasional touch from the peeled switch he carried; on to where the ground was more earth than water.

"All right, Ned," Boon said. "Unhook him."

"Not yet," the man said. "There's another hole just this side of the bridge that I'm throwing in free. You ain't been acquainted here for a year now." He said to Ned: "What we call the reserve patch up thisaway."

"You means the Christmas middle," Ned said.

"Maybe I do," the man said. "What is it?"

Ned told him: "It's how we done at McCaslin back before the Surrender when old L.Q.C. was alive, and how the Edmonds boys still does. Every spring a middle is streaked off in the best ground on the place, and every stalk of cotton betwixt that middle and the edge of the field belongs to the Christmas fund, not for the boss but for every McCaslin nigger to have a Christmas share of it. That's what a Christmas middle is. Like you mud-farming folks up here never heard of it."

The man looked at Ned awhile. After a while Ned said, "Hee hee hee."

"That's better," the man said. "I thought for a minute me and you was about to misunderstand one another." He said to Boon: "Maybe somebody better guide it."

"Yes," Boon said. "All right," ne told me. So I got under the wheel, mud and all. But we didn't nove yet. The man said, "I forgot o mention it, so maybe I better. Prices have doubled around here ince last year."

"Why?" Boon said. "It's the ame car, the same mudhole; be amned if I don't believe it's even the same mud."

"That was last year. There's more business now. So much more that I can't afford not to go up."

"All right, Goddammit," Boon said. "Go on." So we moved, ignominious, at the pace of the mules, on into the next mudhole without stopping, on and out again. The bridge was just ahead now; beyond it we could see the road all the way to the edge of the bottom and safety.

"You're all right now," the man said. "Until you come back." Boon was unhooking the log chain while Ned freed the traces and handed the doubletree back up to the man on the mule.

"We ain't coming back this way," Boon said.

"I wouldn't neither," the man said. Boon went back to the last puddle and washed some of the mud from his hands and came back and took $4 from his wallet. The man didn't move.

"It's $6," he said.

"Last year it was $2," Boon said. "You said it's double now. Double two is four. All right. Here's four dollars."

"I charge a dollar a passenger," the man said. "There was two of you last year. That was $2. The price is doubled now. There's three of you. That's $6. Maybe you'd rather walk back to Jefferson than pay $2, but maybe that boy and that nigger wouldn't."

"And maybe I ain't gone up neither," Boon said. "Suppose I don't pay you $6. Suppose in fact I don't pay you nothing."

"You can do that too," the man said. "These mules has had a hard day, but I reckon there's still enough git in them to drag that thing back where they got it from."

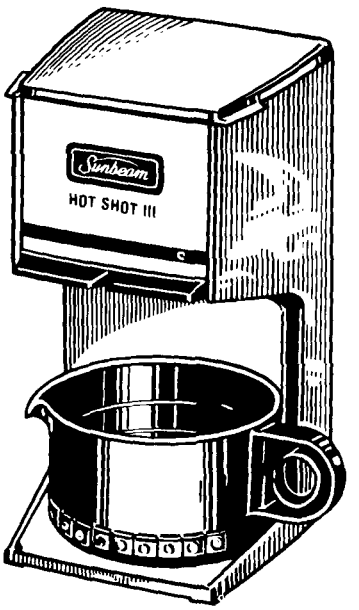
But Boon had already quit, given up, surrendered. "Goddammit," he said, "this boy ain't nothing but a child! Sholy for just a little child——"

"Walking back to Jefferson might be lighter for him," the man said, "but it won't be no shorter."

"All right," Boon said, "but look at the other one! When he gets that mud washed off, he ain't even white!"

The man looked at distance awhile, then he looked at Boon. "Son," he said, "both these mules is color-blind."

HOT BEVERAGE MAKER



Makes hot water fast for instant coffee, tea, soups, cereals and cocoa drinks . . . heats up to 12 oz. of water in about 90 seconds at the touch of a lever. It's quick, convenient, energy-efficient, too! With stainless steel tank for long life, heat and dispense levers, signal light . . . even a handy utility cup for pouring or serving. Attractive almond exterior.

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General Motors

continued from page 59

headed the UAW's GM department."

So when the Livonia plant started up in 1981, a committee consisting of two representatives of the UAW, two hourly-rated workers (a white female and a black male), and eight management people were formed into a plant-planning team. Somewhere in a GM Valhalla, crusty old GM managers must have fumed, and Walter Reuther, who spent a lifetime trying to involve workers in planning and operation, must have smiled in appreciation.

"The company must start such a process," Stramy explains, "to show the union it is sincere. Then to build trust, you bring in an outside training firm so the union doesn't think you're trying to put something over. It creates credibility.

"We posed questions to our planning team about what they think makes a good plant and acted accordingly. Now we have 15 teams of 10 to 20 workers (assistant team coordinators) in the problem-solving process. When an employee learns more jobs on the team, he or she gets a base-rate increase ("Pay By Knowledge").

"No more foremen, only team coordinators. One young General Patton type thought he was still a supervisor and insisted on wearing an old-style gold pin on his badge. We all wear the same I.D. badges. He changed when we told him he could be transferred."

No more executive dining room, so Stramy and his manager eat in the plant cafeteria. They use the same bathrooms, parking spaces and locker rooms as hourly employees. Nobody wears a coat and tie.

"We weren't getting anywhere the old way," Fanelli says. "Too much fighting and not enough production. Now there are few grievances and everybody feels better."

"If GM does one thing well," says Stramy, "it's to take up an opportunity, and that's what it's done with QWL. This thing is spreading across our country and the industry. Sure, if you give some people an inch they will take a mile, but under our system, their fellow workers take care of them now. That's better management."

Results at Cadillac's Livonia plant? Customer complaints about engines cut 40 percent; a 50 percent reduction in controllable cost per engine; a 50 percent reduction in absentees; 23 percent fewer injuries; and $1.2 million saved in 1982 through worker suggestions. "They aren't saying we will *treat* you like a human being," observed Bob Williams, an hourly-rated assistant team coordinator. "They are more or less *showing* that—I can see it for myself."

Some believed that GM's problem with employee productivity would take years and years to resolve, but QWL has reduced the count from many to few. Similarly, insiders thought GM would have a long struggle getting suppliers to accept the statistical process control message of Dr. Deming, who is now every auto company's guru on improving quality, including GM. About half of what goes into any automobile comes from suppliers.

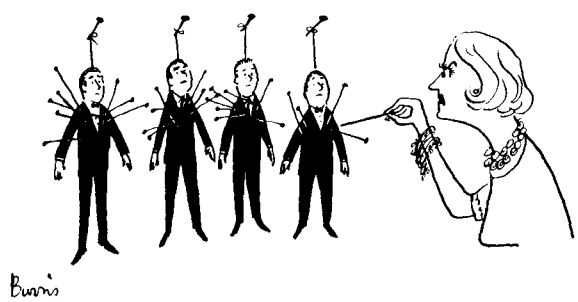
"There's a new gospel for them," says Donald H. McPherson, vice president in charge of the North American car group. "Some suppliers were negative, but we told them that if you don't have the capability of running a quality check, you won't be certified to sell us. You know, it actually made them run their businesses better and saves them money. Our standards for supplier quality control held back some parts we needed in this year's good market—but it's worth holding the standard. Absolutely, this should have been put in years ago."

Another sign of the accelerating progress at GM is the intensifying of its robotics program. GM now uses more robots than any company in the world. In 1982, it formed a joint venture with Japan's Fujitsu Fanuc Ltd. to design, manufacture and sell robotic systems. Still, GM buys robots from 29 companies other than its own and is installing them in plants lickety-split. In 1981, GM had only 81 operating robots. In 1983, it's 2,500, and it will be about 5,000 by 1985.

Robots now measure, paint, assemble, drill holes, rout and move material. They do many of the dirty foundry and forging jobs workers don't like. They are more efficient on dull, boring jobs that tire humans. But when they make a mistake, they repeat and repeat and repeat. . . . Once, a GM robot became the "most efficient lightbulb buster-upper ever" by repeatedly smashing the bulb into the instrument panels. But late-generation robots can, in effect, say "Whoops, you missed," and correct themselves. The UAW has no qualms about them, although some plant managers do. Robots are a flexible form of automation, and one day something even more sophisticated will replace robots.

The payoff for GM's comprehensive, strenuous effort to beat foreign competition in the United States

continued on page 10



The Perfect Squelch

Twice-divorced Mrs. Broith collected men as other women collect antiques, but she seldom kept them long. She always found that her men had feet of clay, and just as inevitably bored her friends with a word-by-word description of their faults.

Once, while she was being especially bitter about the imperfections of a recent escort, a listener interrupted her. The woman, who happened to know and like the man being criticized, tried to stop Mrs. Broith's fault-finding with the query, "Do you plan to get married again?"

"Oh, heavens, no," Mrs. Broith said quickly. "Why, every time I see a man now, I run."

"Yes, I know," the weary listener sighed. "But I wondered if you could still catch them."

—Forrest L. Miller

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Kelly

continued from page 27

been successful. (She had succeeded both in decreasing their heart sizes and in eliminating their need for digitalis.)

Kelly stayed in the hospital several days, went through diagnostic procedures and started taking a drug called carnitine, an amino acid of lysine which is necessary to prevent the heart muscle from getting flabby. Now perhaps my description of Kelly's problem isn't very scientific, but basically it boiled down to this: She had a big, flabby heart that just would not contract normally.

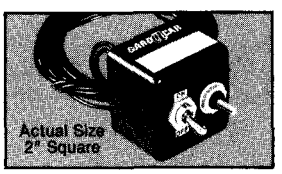
After the testing, Kelly was started on the carnitine and allowed to come home. Gradually, she started looking better. Soon she was eating. When she started to gain a little weight, we all had high hopes that maybe, just maybe, she might live a little longer than we had thought. Dr. Tripp told us not to expect miracles, but even she was enthusiastic. We prayed, as we had all along, and even got people from as far away as Canada and Mexico to pray for Kelly. We were determined not to let anything interfere with her continuing therapy.

This coming Christmas Day, Kelly will turn three. Like any other healthy granddaughter that age, she is beautiful and spoiled, a nonstop talker used to having her own way. She has just returned from a trip to Chicago, where Dr. Tripp observed Kelly for several days at Children's Hospital and diagnosed her heart as of normal shape and size. Dr. Tripp is now doing research at the hospital, trying to convince others of her success with children like Kelly in the treatment of endocardial elastofibrosis with carnitine.

Of course, Kelly will probably have to take carnitine as long as she lives, but that's not so bad. After all, as a diabetic I'm going to be taking insulin the rest of my life; it's the only way I'm going to have a "rest of my life." Because of Dr. Tripp's efforts, three young children are alive today.

When Luke 18:27 tells us "The things which are impossible with men are possible with God," who's to say God wasn't working through such a fine young doctor as Marjorie Tripp?

STOP THIEVES DEAD!



With GARD-A-CAR A Thief Would Need A Tow Truck to Steal Your Car.

Do you ever walk into a theatre and wonder whether your car will be there when you come out? Do you avoid on-street parking?

Feel comfortable no matter where you park your car.

Now there's a way you can make certain you don't fall victim to a car theft. It's called GARD-A-CAR and it does more than any other device on the market to prevent — **to absolutely prohibit car theft.** It works because **GARD-A-CAR is a theft preventor!**

Why simple theft-deterrents don't work.

Most anti-car theft devices are simple deterrents. For example, a device might be used to lock a thief out of your car. The thief is supposed to be discouraged and leave but if he wants to get in, he's going to get in.

What about warning devices?

Another popular deterrent to car theft is designed to blow your horn, flash your lights or sound a siren to try and scare the thief away. Again, this method is based on simply discouraging the thief. **Furthermore, it is sad but true that in today's world, even if people do suspect wrong-doing they are unwilling and unlikely to become involved in helping to prevent a crime.**

Why is GARD-A-CAR a theft preventor... not simply a deterrent?

GARD-A-CAR immobilizes the thief. It temporarily disables your vehicle SO THAT IT CANNOT BE DRIVEN AWAY BY A THIEF UNDER ANY CIRCUMSTANCES.

Imagine this scene.

Your late model sedan is parked outside your favorite restaurant. A thief gets into your car and starts it up, but then... ZONK? ... **Your car goes dead!** He tries to restart it but he can't. He tries again but nothing happens, **the car won't run but the thief sure will!**

But how will you start your car if the thief can't?

That's the secret of GARD-A-CAR. It a small, 2" sq. circuit breaker that you can conceal from sight. When you leave your car you put it in the "on" position. It will stall your engine within 8 seconds of any attempt to start it. However, all you have to do to start the car is place GARD-A-CAR in the "off" position. If a theft attempt was made, all you have to do to restart your car is press the reset button.

It installs in just a few minutes. There are no holes to drill, just two wires to connect. The unit is designed for any ignition system. It comes complete with connectors and easy-to-follow instructions. Other anti-theft devices have been installed as part of a factory option for as much as $200 to $600, but now it can be yours for just $29.95. Finally for a small price you now can have complete peace of mind.

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- **Huge, 4½" diameter optical glass lens.**
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- **Powerful light source in handle bathes subject in high-intensity light.** Uses 2 C Batteries (Batteries Not Included)

How many times have you needed to make something not just bigger but brighter? How many times do you squint to read the telephone directory? Road maps? Classified ads? The family bible?

Do you collect stamps? Build models? Does your livelihood, hobby or pastime depend on close, exacting work?

Now, at last, help is here for anyone who wants to magnify their ability to see small print and intricate detail.

Now, the two most important elements in improved vision have been designed into one, easy-to-use device... The Illumifier.

What is the Illumifier?

The Illumifier is much more than an ordinary magnifying glass.

With an ordinary magnifying glass you have to continually move the glass closer or further from your work or your reading to find the proper focus. That is bothersome and tiring.

But the Illumifier doesn't have to be held. It stands on its own base at the perfect, fixed focal length for a full three-power magnification.

Of course, if you want even more magnification, you can pick the Illumifier up by hand and use it like a regular magnifying glass.

The Illumifier is much larger than most ordinary magnifying glasses.

The Illumifier is a full 4½ in. diameter glass giving you a wide field of vision. You read or work comfortably on a large area without repeatedly moving the glass.

Ordinary magnifying glasses *reduce* the amount of light that gets to your eye.

When light passes through a lens the amount of light reaching your eye is **reduced.** That's why microscopes have their **own light source.**

Based on the same principal, the Illumifier **adds light** to your work or your reading — while it magnifies — because The Illumifier's handle is a high-intensity flashlight!

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Now, you don't just read magnified type, you read **brightly lit** magnified type.

Now, stamps in your collection are enlarged and bathed in intense light. You can appreciate all of the engraving's beauty in complete detail.

Keep The Illumifier next to your phone book. On your night table. Next to your favorite reading chair. With the family bible. On your hobby table. At your work bench or in the map compartment of your car.

The Illumifier can help you see everything clearly day or night and much much more.

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The Illumifier is 9" long with a big 4½ in. diameter optical glass lens which gives you triple magnifying power. It is made of sturdy optical glass, high impact plastic and polished chrome. In addition a powerful light source in the handle bathes the subject in brilliant light.

Order your Illumifier now. Order two at the special price listed in the coupon below.

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Robots

continued from page 67

a home android becomes a reality.

Take vision, for example. While there's been a sudden emergence of robot vision systems, the industry has a long way to go before duplicating one of mankind's most complicated senses. Inventors are destined one day to equip robots with a vision system that discerns the relative size, shape and distances of objects. As far as your home or apartment is concerned, it's imperative that a pet android be able to distinguish between a glass picture window in the living room and the concrete walls.

A Japanese firm claims to have developed a new robot that can perceive objects with two "movable eyes" made of 300,000 optical fibers enabling the device to differentiate shapes and sizes through what's called "image-recognition technology." Its proven effectiveness can't be determined, however, until the robot is installed in an Osaka assembly plant.

Another serious obstacle facing the perfection of personal robots is the design of the typical home itself. Robots won't be able to perform many household chores until they can be programmed to climb stairs, negotiate sharp corners and function in rooms of different sizes.

Sensitive touch is another significant challenge. To be effective, robots must be able to grip a glass without shattering it, or wash a window without breaking it.

Some experts believe that all personal robots developed to date are merely the early offspring of an industry still teetering on the frontier of technology. But be assured that personal robots are here to stay.

Indeed, several fundamental problems have been solved recently to advance personal androids from the radio-controlled or gimmick phase to real, multifunctioning status devices with artificial intelligence that can be programmed to perform their various tasks autonomously. Among the *true* robots that have been or will be introduced during 1983 and 1984 are: Androbot's B.O.B.; Hero I, by Heath; ComRo TOT, by Comro; and RB5X, by RB Robot. They feature on-board computers and sensing capabilities that enable them to talk, move, determine distances, sense light, grip objects and teach.

Hero I made an auspicious debut last year. Looking something like R2-D2 of *Star Wars* fame, it was unveiled on Capitol Hill before TV cameras and a real-life senator. Although it—the robot, not the senator—can, it is reputed, speak any language, including pig Latin, the one-armed device used a simulated brand of English to tell a TV crew: "Please turn off light. It hurts my eyes."

A product of the Heath Company of Benton Harbor, Michigan, the 39-pound robot has been designed as a training system for industry and schools. Hero I is a self-contained, electromechanical android that can be programmed to pick up small objects, travel over predetermined courses and repeat specific functions on a predetermined schedule.

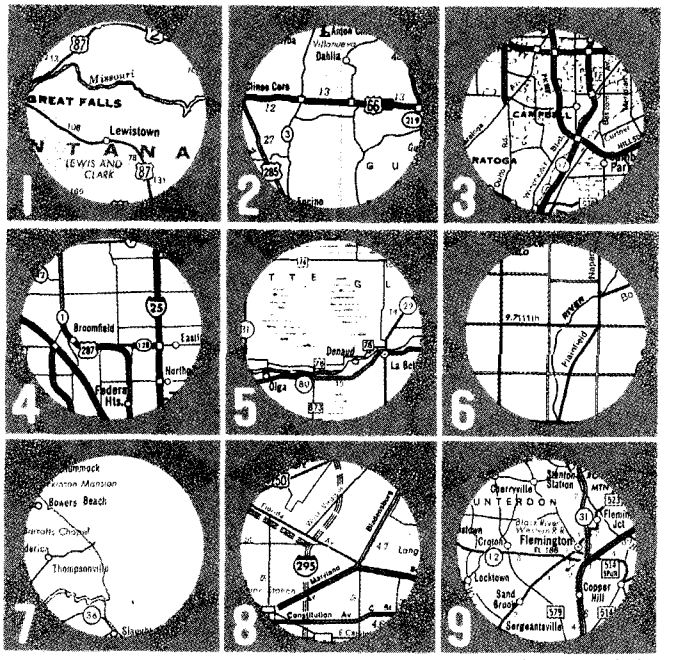
Introduced last September, the RB5X Intelligent Robot has caused quite a stir among students, educators, business people and the general public.

As the first general-purpose microbot designed especially for home experimentation and educational purposes, the RB5X contains its own microprocessor—its own computer on a chip. So it is completely programmable. It's also equipped with its own memory, programs, sonar and tactile sensors. The RB5X actually learns from its own experience. And hardware and electronics can be altered or added at the discretion of the user. RB5X robots were made available this summer to more than 2,000 young computer campers, ages 7 to 15, who enrolled in the Original Computer Camps from Hawaii to Scotland.

"Born" last January, ComRo TOT is a fully programmable, functioning robot that can push a baby in a stroller, sweep carpets and do light household chores. At parties, it serves drinks and snacks. And when the food is gone, it has a compact television and an AM/FM cassette deck to entertain the guests.

"Designed as a personal robot, ComRo also fills the role as a promotional and educational robot," says Jerome Hamlin, president of Comro Inc. of New York City.

He goes on to say, "The Movie Channel—a nationwide cable-TV system—bought the prototype ComRo to promote its showing of *Star Wars*. It conducted a contest called the 'Great Robot Giveaway,' which attracted 50,000 entries. ComRo



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Where do you think you are?

East or West, North or South, each of the distinctive areas above appears on the map of a single city, state or province. In terms of routes, state parks, mountains and memorials, there is, as the saying goes, "no place like it." Can you identify these locations? If you or a friend find the game too easy (but you won't), add the requirement that you place the area, north, south, east, west or central in the designated locale.

(Answers on page 109)

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chose its new master by selecting the winning entry."

The robot, which has appeared on NBC's "Today" show, has a dual option that enables it to be operated either by an on-board microcomputer or via radio control.

As to future prospects, Hamlin is exploring the possible medical benefits of robotics, which might include making robots the extensions of handicapped children and adults.

Some other recent developments aimed at advancing the state of the art include:

• Computer students at the University of Florida in Gainesville have been teaching a robot how to pour refreshments without spilling, write its name in big block letters and stack colorful blocks in some kind of order. The research is being conducted at the university's Center for Intelligent Machinery and Robotics.

• Superior Robotics is working on a robot security guard. Says Bakaleinikoff, "I've already completed the prototype. My security guard would confront an intruder with flashing eyes and blaring diesel horns while recording evidence on its 35-millimeter camera and voice analyzer. It would do all this—*after* dialing the police."

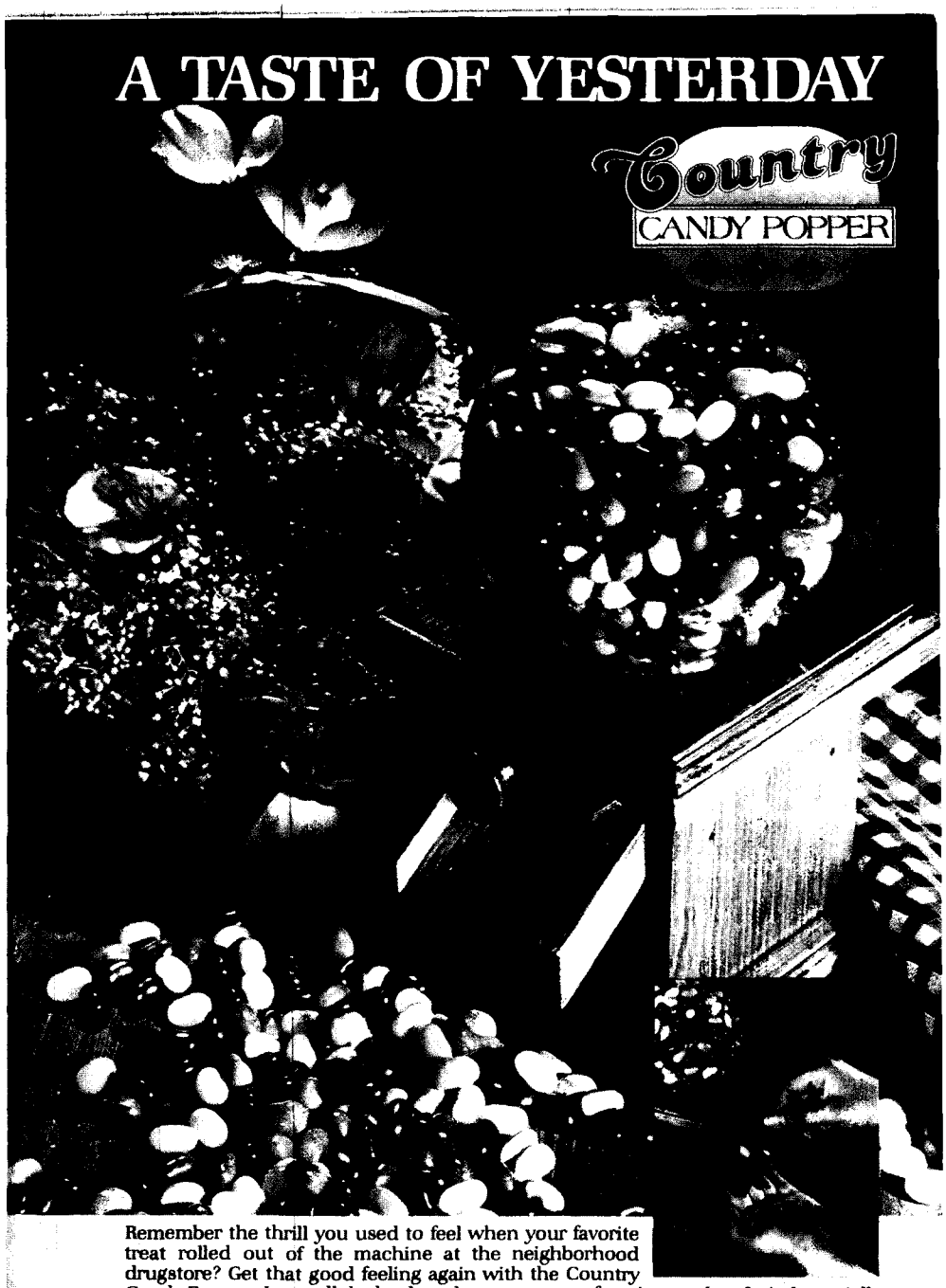
Bakaleinikoff jokes, "I can see the day coming when robots will lick green stamps without getting sick, remove hot pizzas from ovens without gloves and work as bartenders in tough neighborhoods."

Beley, Bakaleinikoff, Doornick and other robotics experts are continually amazed at the overwhelming response to their products at conventions, trade shows and consumer events. "It's like the second coming of the Beatles," says Beley.

When General Electric announced its formal entry into the robot field a couple of years ago, executive vice president James A. Baker recalls, "Our robot exhibit drew more attention from several hundred sophisticated financial analysts and press people than Bo Derek on the beach. . . The public and the media will never tire of seeing robots as mechanical people."

The personal-robot industry has a real future. That's especially true if standardized robots become as commonplace in the home as TV sets—which is exactly what some scientists predict the case will be. ★

A TASTE OF YESTERDAY



Remember the thrill you used to feel when your favorite treat rolled out of the machine at the neighborhood drugstore? Get that good feeling again with the Country Candy Popper. Just pull the knob and out pops your favorite snack — fruit drops, jelly beans, even your daily vitamins. Whatever you put in, the Country Candy Popper makes it a lot more fun to eat.

Made entirely by hand by American Craftsmen, the Country Candy Popper stands 10" high. The Pinewood base has been hand rubbed to a rich, satiny, walnut finish. The clear glass globe lifts off for easy refilling. And the Country Candy Popper's sturdy construction withstands thousands of tugs from eager hands.

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The Country Candy Popper can be yours for only $15.50 (Includes $1.50 postage & handling). It's a great gift idea, too! To charge your order by phone, call TOLL FREE 1-800-321-6795 (in Michigan call collect (313) 651-5846), or send in the coupon below with your check, money order, or credit card information. If you're not entirely satisfied with your purchase for any reason, you may return it within thirty days for a full refund of the purchase price.

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General Motors

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and across the world is what comes out of the plant. At Pontiac's Fiero plant, a new two-seat sports car is now being produced for its 1984 debut, and 30,000 have been sold in advance.

The Fiero, the first American car with its engine in mid-body position right behind the driver, has aroused more interest at GM this year than any other car except, perhaps, the hot-selling new Corvette. The Fiero is built on a 93.4-inch wheelbase, powered by a 2.5-liter engine (95 horsepower), and offers an estimated 48 miles per gallon on the highway, 27 in town. It is wrapped in a polyurethane material that is said to bend and snap back on minor impact and cut body repairs enormously.

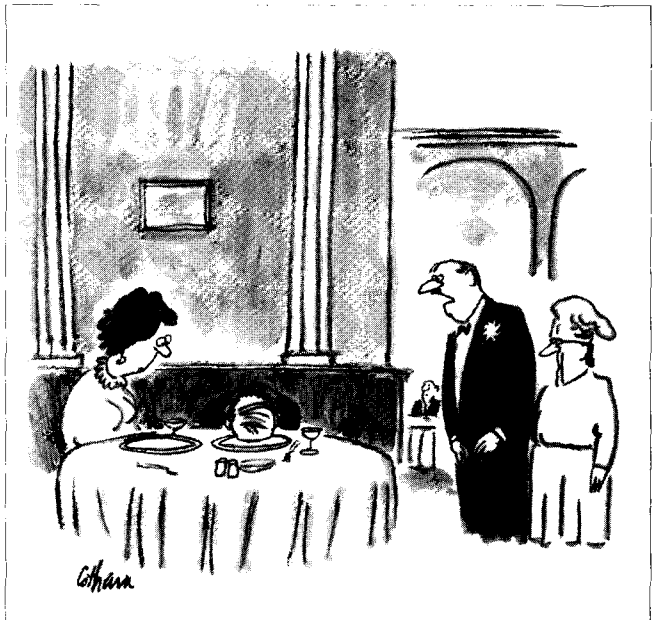
The Fiero plant is managed by Ernie Schaefer, 38, a political conservative whose belief in the new school of employee relationships is expressed in the golf shirt he wears to work and his inclination to walk up to an assembly-line worker (assistant team coordinator) and say, kiddingly, "If you don't watch it, I'll have to show you how to do that."

The employee laughs and kids Schaefer back. It's clear he has good rapport with the people who work on the Fiero. Schaefer and Jerry Lewis, the UAW's Fiero representative, wrote the statement of plant philosophy: *Provide an environment for employee involvement, an atmosphere of trust, of mutual respect and human dignity so that we may achieve our common goals of high quality, mutual success, job security, and effective community relationships.*

Fiero's organizational chart shows six operating teams of hourly workers working with two resource teams of supervisors and "team coordinators," and they in turn work with business and administration teams—also represented by hourly workers. It's all very egalitarian, and Schaefer likes it that way.

"I am convinced that the American worker is the most intelligent and creative anywhere," he says. "This isn't the Japanese system, it's the American system. A worker who feels he should shut down the line can do it here. He or she used to get fired for that. But now we know there must be a good reason for an employee to shut that line down."

This sort of new openness is generally found among such young GM professionals as Zara Rolfes, 26, an engineer on the Chevrolet Products Planning Staff. Besides helping make key decisions on what went into the 1984 Corvette, Zara played a major role in the effort to eliminate numerous squeaks and rattles in the Camaro. She also test drove Camaros and Corvettes to check the stabilizer-bar action. The daughter of an Indianapolis engineer, Zara got her mechanical-engineering degree from Purdue University in 1979 with a straight-A average. GM spotted Zara as a college freshman and hired her for summer work in product planning. She is completely sold on GM and is sometimes dispatched to project that enthusiasm to college audiences. "There is so much opportunity and so much needing to be done at GM," Zara says. "If you have a goal you can tap the resources of the entire company. There is spectacular participation. We go to dinner with hourly workers just to talk about the Camaro."



"I was hoping that you could reassure our chef that he was in no way implicated."

GM will need large quantities of this enthusiasm to go with its $50 billion reconstruction program and its new methods for operating plants and working with its people. It will also have to maintain the gains it is making in the auto markets outside the United States and Canada. GM has always lagged behind Ford in overseas operations, because Henry Ford was the first to see the world opportunity.

In recent years, GM has nearly closed the gap with Ford by extending its sales operations to 100 countries. Europe, not the United States, is the world's largest auto market, and in 1982 Europe recorded more new-car registrations than the United States and Canada combined. Therefore, GM is greatly encouraged that so far in 1983 it is only one percent behind the European car-sales leader, Italy's Fiat. GM's new complex at Zaragoza, Spain, can build a whopping 270,000 cars a year, and ranks among the most technologically advanced facilities in the world.

The U.S. car market will grow, but not as fast as the world market, and the lessons GM learns as it revamps its U.S. plants will be extended to its growing complex of facilities overseas. People are people. And if there is anything constant in the world, or at GM, it is change.

As it celebrates its 75th birthday with open house events across the republic and 50 "Up With People" concerts, GM will be dipping into its history for guidance and even inspiration. Altogether, the rebuilding effort and the celebration should give GM a shot of its old confidence.

"GM always responded to opportunities," observes Thomas Aquinas Murphy, the retired chairman and chief executive of GM. "You know back in the '20s, our great people like Alfred Sloan, Pierre DuPont and Albert Bradley had to work hard to convince Wall Street that GM had staying power. With-

continued on page 112

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BEAUTIFUL ISLE OF SOMEWHERE
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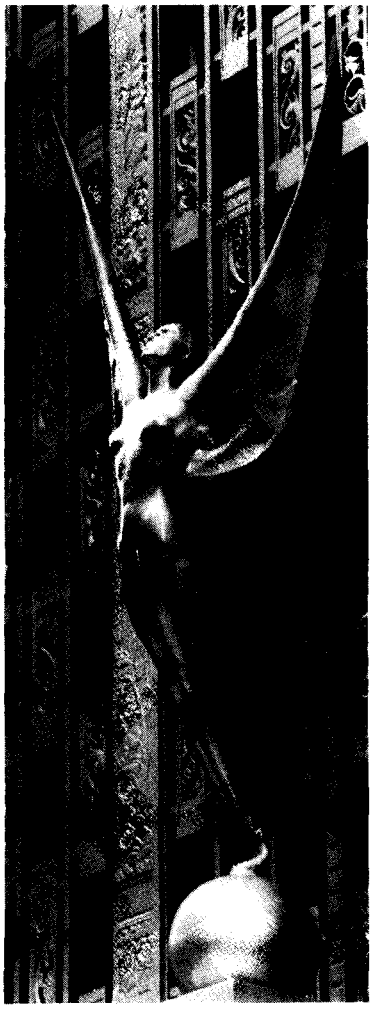

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Smart Babies

continued from page 47

Twain's quote: "I have rarely allowed my education to interfere with my learning."

But what about the practicality of a mother's gaining experience in everything from Renaissance art to gymnastics to Suzuki violin, so that she is qualified to teach these subjects? The Doman instructors say it's possible, "as long as you know more than your child." Yet these days that isn't true for long.

Dr. Nancy Rader, psychologist and codirector of the Infant and Child Studies Laboratory at UCLA, is familiar with Doman's books. She says, "I'm not sure that being a mother necessarily makes you a good teacher."

Doman's organization does have an off-campus correspondence program so parents aren't left entirely to their own limited resources. Still, is it realistic for parents to arrange private lessons and supplemental experiences to duplicate all that school systems offer? What about sports, music, drama, government, debate, science labs, dance, films, computers? And what of learning to work with others?

Dr. William Burns, assistant professor of psychiatry and pediatrics at Northwestern University Medical School, says, "Research has definitely shown that learning is socially facilitated. Exposing children to an academic environment *which is social* may be more important than just the academics taught."

Some parents opt for a combination: schools for the gifted. If a Doman baby does attend school, this is probably the most appropriate environment. Imagine a child who can solve $\sqrt{25} \times 6 \div 3 + 11 - 8 \times 2$ in a split second, being patient as the teacher painstakingly explains the "rules" to find the answer — 28. (And then imagine him resisting the urge to correct her and tell her it's really 26.)

Critics complain that being a full-time professional mother isn't practical in this day when so many mothers must leave the home to work. Doman doesn't even hedge. "This should be what mothers love to do most," he says. "You're not sacrificing; your life is richer. Time is the best investment and the most precious gift. These parents have decided that their No. 1 priority is to raise their kids."

Many Doman parents see their children's early years as a time too soon past; they postpone careers until their youngest children are six. And they see such criticisms as "sour grapes" coming from those who aren't willing to give as much of themselves.

A few opponents feel that being terribly intelligent is just that: terrible. Doman is astonished at this idea. He sees only advantages in being smarter. "Genius is as genius does."

Some call Doman an elitist. He smiles. "When you ask people if children ought to be healthier, they say, Of course. Stronger? Yes! Smarter? Ah. . .that's when people hesitate and think about that. I worry about a world that adores and worships muscles and is frightened by intelligence."

Detractors have accused Doman of pushing children to the point of frustration. "It's frustration that moves the world," Doman counters. "All frustration is, is the difference between the way things are and the way things ought to be. Jonas Salk was frustrated by kids' having polio."

What about the argument that overbright children have emotional gaps and odd personalities? Tereese Radenbaugh of Whitingwoods, California, is a dedicated member of a mother's group, composed of Doman graduates. She is used to fielding criticisms on talk shows, where she is often the lone representative of the Doman method. She defends the well-adjusted personalities of high-IQ kids, saying, "It depends on the values the parents instill in a child. The more capable a child is, the more humane he'll be."

Rader likes the parent-child interaction, but feels parents should let babies develop their own interests and motivations. Yet a big part of the Doman training is not force feeding, but learning to follow a child's lead, even tearing up unpopular bits.

"Professionals don't realize what the program is all about," Radenbaugh says. "Everyone should take the course before they make a decision. It's such a shame when experts make opinions when they have no idea of what it is."

Clinical psychologist and pioneer of radio psychology Dr. Toni Grant might understand this view. He

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ABC-syndicated show, which is heard in more than 50 U.S. markets, has earned objections as well as awards. "Any time anyone tries to do anything better, there are critics who worry about the dangers in the process. This has happened even in media psychology."

But there's one thing no one can criticize: results. So where are the early Doman babies today? Unfortunately, relatively few parents have seen the Better Baby Video program since its application to normal children. Although it's time tested on the "hurt" kids, it still lacks the 22-year-old physicist or the 17-year-old corporate president as proof of its success. Grant isn't familiar with any research documenting superkids' development over a long period of time, and reminds parents that without such research there are only opinions.

Meanwhile, most Doman moms figure it can't hurt, and in all probability even a limited effort will be of some help.

To Doman children, their training isn't just a cluster of useless trivia. It's part of the real, functioning world. A little girl tried to speak Latin to her teacher and was dismayed when he didn't answer. He thought Latin was a subject; the girl thought it was a language.

When one of the gymnastics students fell down the stairs, she ended the tumble by standing upright, her arms extended in the final pose of a gymnastics routine. To her, this training is not a sport; it is a big part of living.

Another child, upon hearing a horn in traffic and saying, "That's 'G,' " sees perfect pitch as part of the world around him. To him music isn't just lessons; it's life.

Doman is convinced we aren't coming close enough to our potentials. "Everyone's been examining the brain of Albert Einstein. The thing driving everybody crazy is that it's just like the brain of anybody else. He had the greatest genetic gift: the genes of Homo sapiens." And he contends that everyone has that same potential, that same genetic gift. Doman says we owe it to our kids to give them every option.

He pauses for a moment, a wry grin spreading across his face. "We have discovered the missing link between the ape and Homo sapiens," he says. "And it is man."

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MEDICAL MAILBOX

by Cory SerVaas M.D.

"There are no such things as incurable, there are only things for which man has not found a cure."
—Simon Baruch

Of Mice and Men

Our white mice (AKR strain) appearing on this page have cancer genes, and they will all die from cancer within six months to a year. When put in cages with another strain of mice called C57 Black 6, which live an average of three years, the AKR strain will still die in less than a third of that time. They cannot transmit their disease to the other mice by living with them in the same cages. They cannot transmit their disease or the potential for it to their human caretakers.

We believe that a combination of food stuffs or vaccines might protect these white mice from dying early. We started feeding the mice a high-lysine/low-arginine diet because basic research proves that the herpes virus will not replicate in a petri dish containing a culture high in lysine. The virus grows especially well in a culture high in arginine. (This is called "en vitro," and if the same thing applies in real life, it is called "en vivo.")

We're impressed with the professionalism and enthusiasm of the young people helping us undertake this research. J.C. Hammond, an honors graduate of DePauw and Purdue universities, has been researching the care and feeding of the mice. "It's a whole other world out there in the mice laboratories," he says. "I didn't know it existed. And these experts are so anxious to impart their knowledge. . .they really want to explain everything and help others develop new experiments."

J.C. has ordered the food from Teklad Test Diets of Madison, Wisconsin, a company specializing in formulated diets on order. Forty mice are receiving a normal casein protein diet. Four sets of 15 mice are getting supplemental lysine in levels of 50, 100, 300 and 400 percent above the normal dietary intake. All mice are given the same treatment, except for the diet manipulation. Since they double their body weights from weaning until eight weeks of age, the mouse chow is adjusted accordingly.

"I'm over here!"

We know these mice will all be dead from cancer within a year. They are weanlings who were removed from breast feeding at age three weeks. They are our control group and they are being fed regular mouse chow.

We hope these baby mice will still all be living after their counterparts have died from cancer. These weanlings came from the same litters as the ones described above. They are being fed a diet high in lysine and low in arginine.

This first experiment will not be concluded until our mice reach their vulnerable age. Meanwhile, J.C. will vaccinate ten of our control mice with turkey herpes vaccine. This vaccine is used on all day-old baby chicks by poultry growers and, incidentally, costs only $45 for 10,000 doses. We found our vaccine at Salsbury Laboratories, Inc., in Charles City, Iowa. It is used to prevent Marek's, a leukemia-like disease fatal to chickens. We look forward to the day when something similar will be available for human babies.

We can't think of a more exciting challenge for young people than to take in some of these white mice, which will die within six months, and start experimenting with foods that might keep them alive. The mice are a tremendous challenge to us here. Whoever finds a diet that will prolong the lives of these mice may unlock the mystery of other cancers genetically programmed to strike humans.

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We would like volunteers to take white mice for their science projects at school. The Society will be glad to send directions and information to volunteers who wish to participate in such projects. . .boy-scout or girl-scout leaders, science teachers or individual parents or students.

People who raise pets might actually enjoy caring for experimental mice that would help find a breakthrough on genetically connected human cancers. Although no families we know of, fortunately, have a 100 percent incidence of cancer deaths, some kinds of cancers seem to occur more frequently among blood relatives. Breast cancer is one of these kinds.

In rare instances, children like little Kelly Clemmons (see page 26) have deficiencies because of abnormalities causing them to over-excrete a simple food stuff, carnitine (a derivative of the amino acid lysine), into the urine. For Kelly, the injections of the lysine derivative were life-saving. Her doctor found this phenomenon after one mother had lost three children to the disease. With the fourth baby came the breakthrough. It was the first child ever to be cured of the disease. This is a genetic affliction. Could the genetically programmed leukemic mice have such a deficiency? If so, people in cancer-prone families may also have abnormal metabolisms of simple food stuffs, such as harmless amino acids.

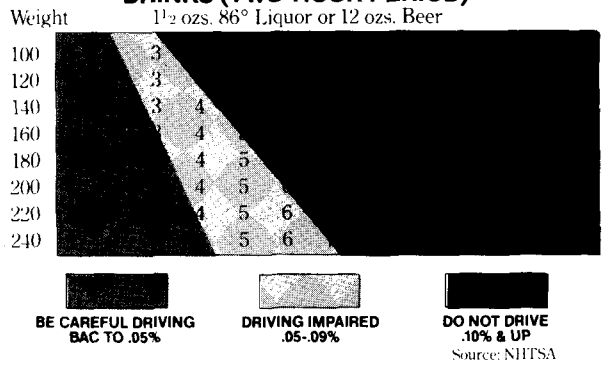
J.C. Hammond, in charge of the mice, reports they are easier to care for than gerbils, hamsters or canaries—they're cleaner too.

We would like to try next a selenium diet for the white mice. Experiments could be done with many other foods. We are asking our readers to take mice into their basements, their garages, their barns and experiment with various diets, hoping the mice live past their one-year deadline. If you can't do so, do you know of a high-school science class (with an air-conditioned room) that would feed the mice and change the litter each day? A breakthrough could well come from a science teacher's laboratory project, or from a home where parents teach their children about science. Anyone accustomed to caring for pets, especially hamsters or gerbils, can care for mice. Although our special breed is destined to die of leukemia, their condition is not transmittable, and thus the experiment is safe for any student.

If Benjamin Franklin were alive today, we think he would be trying to find causes and cures for cancer. He wasn't afraid to experiment, even on himself; and when he and his brother developed kidney and gall-bladder stones, he invented the first flexible catheter. We believe that he would be encouraging boys and girls, their teachers and their parents, to experiment with mice diets.

Letters continue to pour in from people whose cold sores and other herpes problems are helped by eating a low-arginine diet with lysine supplementation of about 2,500 to 3,000 mg of lysine per day. This is just one of the reasons we are trying this diet first on our mice.

continued on following page



The chart shows average responses. Younger people generally become impaired sooner, while older people have more vision problems at night. Tests show a wide range of responses even for people of the same age and weight. For some people, one drink may be too many.

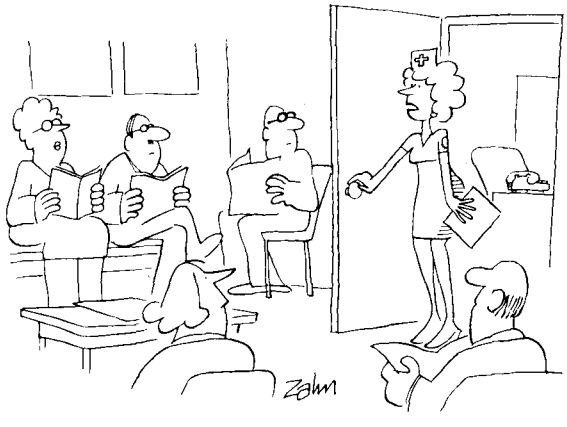
(Adapted from General Motors' work.)

Cars don't kill people, people do. And statistics show they do it twice as often if they've had too much to drink.

The crusade to keep these drunken drivers off the road has no stronger supporter than one of the leaders in putting cars on the road. For its efforts in bringing the sobering facts of drunk driving to the driving public, the *Post* salutes General Motors Corporation by adding this month's Benjamin Franklin Award to its 75th anniversary celebration.

Through newspapers, magazines and TV networks, 95 percent of all adults will be exposed to GM's safety messages 17 times in the course of a year. Besides giving advice on how to avoid driving when drunk, and destroying old wives' tales about sobering up, the messages will also awaken the drinking driver to facts and figures about alcoholic tolerance.

The chart above is adapted from GM material. We print it here in hopes that you, our readers, will imprint it on your minds. And that you will heed the GM warning, to which the *Post* wholeheartedly subscribes: "Know your limits and when you have gone beyond them. If you have any doubts, *don't drive!*"



"You might as well go home. The doctor called in sick."

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We must again thank Dr. Maloof Abraham, for buying the mice, and the other members of our Society who so generously provided the wherewithal to buy these different mixtures of mouse groceries. The Society members' names appear in this column.

Exciting New Related Research

The National Institute of Allergies and Infectious Diseases in Bethesda, Maryland, reports that AIDS (acquired immune deficiency syndrome) may be caused by a virus. Victims' blood shows irregularities in B cells and T cells—cells that regulate how a person's systems fight infections.

This type of B-cell defect is the same seen in patients infected with two types of herpes viruses—cytomegalovirus and Epstein-Barr virus. The Epstein-Barr cell can also be found in the herpes disease, mononucleosis, and in a cancer, Burkitt's lymphoma.

Many published papers cause us to be encouraged about our mice experiment. An exciting article about cancer and its inheritable tendencies appeared recently in *The New England Journal of Medicine.* The author, Dr. Theodore G. Krontiris, said: "The most enduring hypothesis concerning the origin of cancer is that some genetic alteration—induced by the environment, by predisposition, or by both factors acting in concert—results in the unregulated and remorseless proliferation of cells.

"Therefore," he said, "researchers have sought an understanding of how the altered expression of cellular genes leads to unregulated growth."

He went on to say that lately we have simplified our concepts, largely through productive research on tumor viruses. "From this framework and by the employment of technical advances in molecular biology, exciting discoveries have emerged that may lead to a thorough comprehension of the molecular genetic events accompanying neoplastic disease (cancer). Recent studies using gene-transfer methodology have demonstrated the existence of genes activated in human tumors that are capable of causing uncontrolled proliferation when transmitted to normal cells. Several of these cellular-transforming genes, or oncogenes, have now been isolated." ("Onco" comes from the word "oncology," or the study of tumors, and "oncogene" simply means tumor gene.)

He explained that in one instance the gene product has already been identified. Discussing the excitement generated by this work as well as the pace of the research, he reported the response last year of the editors of *Nature*: "They requested that readers inform them, by letter or telephone, of reports appearing in other journals, so that 'the quickly developing oncogene story' could be updated by *Nature*'s 'News and Views' section."

Dear Dr. SerVaas:

I started having oral herpes about the age of 25, once a year, until '82-'83. For the first four months of '83, it seemed I had an active herpes all the time. It would go away for maybe two days, then break out again.

I started using lysine approximately March '83—500 mg tablets.

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I started out taking three a day, then two and finally down to one or two as a maintenance dose. I had no herpes at all. In May of '83, I developed a cold with a fever. I ate very little food and didn't take any lysine for a period of about five days. I developed herpes again. I started lysine right away. Now I am taking one to two tablets a day.

There is a strong family history of numerous types of cancers, on the maternal side, with my grandmother dying of uterine cancer at 35.

I would like to participate in the study of lysine, herpes and cancer.

Eunice Love
Omaha, Nebraska

Dear Dr. SerVaas:

My husband spotted your July/August '82 article on L-lysine last year on our vacation. I have genital herpes, and therefore read every word.

I know my outbreaks are caused by unbroken stress periods. Being a stockbroker/financial consultant with regional responsibilities puts me in serious stress positions—constantly. Usually stress is broken by nonstress events. But, when a week of business/social/family stress occurs—well, outbreak guaranteed. Fortunately, only five to six times annually for me, but a desolately sad affliction, regardless.

Your article received mixed reviews from my OB/GYN. I started L-lysine anyway in December '82: one 500 mg dose a day.

An outbreak occurred in February '83 (first week). I took 1,000 mg four times a day and decreased my duration cycle (initial itch to healing) from 15 days to 13. Hmmmm!

I increased my dosage another 1,000 mg a day through March, then ran out of tablets—just got busy and failed to get more for only 3 days.

You guessed it: Within one week, an outbreak. Dosage: 1,500 mg four times a day. Duration: nine to ten days.

Since then I have *strictly* adhered to *2,000 mg a day*. With no further outbreaks in three months, I am convinced of the validity of L-lysine.

Why? In the last three months (as my husband can verify) my stress level has been at a peak—lost two secretaries, installing new regional procedure, market booming, local managerial pileups—a true zoo; 12 hours daily. And *no outbreaks.*

You couldn't *pay* me to lessen my dosage, much less stop altogether. To me, herpes is synonymous with heartbreak, trauma, isolation, pain—a lonely, hurtful disease that no enemy should have to endure.

Thank God for my loving spouse—and your article.

My diet is normally low-arginine, I don't smoke, no children, age 28. Now my OB/GYN is interested....

Name withheld
Address Unknown

WHERE IN THE WORLD

(Answers from page 96)

A. The Iowa State Capitol at Des Moines, built in 1873, boasts one of the largest combined law libraries in the United States with 180,000 volumes, all housed under a 23-karat gold-leaf dome.

B. New Orleans' Superdome has been a national center of super entertainment since 1975.

C. The spiritual center of the Moslem world is the Great Mosque in Mecca, which contains the Kaaba, the stone declared by Muhammad to be Islam's holiest site.

D. The statue of Marshal Gustof Mannerheim, who was commander-in-chief of the Finnish army in 1939-40 and the young republic's president during 1944-46, stands on a main thoroughfare in Helsinki, Finland's capital city.

WHERE DO YOU THINK YOU ARE?

(Answers from page 106)

1. Montana
2. New Mexico
3. California
4. Colorado
5. Florida
6. Chicago, IL
7. Delaware
8. Washington, D.C.
9. New Jersey

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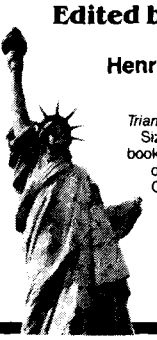

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GUARDSMAN
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Dr. J

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the season's final night, an all-star game featuring many NBA players brings in money for "Project Survival," a local program for helping youths. Holding the camp at Morgan State helps the predominantly black school in its quest to improve its athletic fund raising.

And the summer camp brings the self-conscious ambassador of basketball closer to youths 9 to 18—those he believes hold the key to the game's future, those he always admonishes to seek an education even as they strive to emulate pro-basketball heroes: "There's nothing wrong with dreaming, shooting in that direction," he says in a store full of youths at a North Carolina appearance; "but don't put all the eggs in that one basket," he adds later at Morgan State.

Erving tells his campers from the outset, "We can make you a better person. We can make you more conscious of things about yourself. Maybe you know a lot but don't think about it. We want you to think about it. Maybe you just don't know about yourself. We want you to get in touch with what you're about, with what you should be thinking about, especially in an atmosphere like this. This whole thing is about growth—growth as a person, growth as a basketball player."

Throughout his 45-minute talk, the mustached master rules the youngsters with a good-humored but firm manner and demands attention, discipline and respect. In return he promises understanding, improvement, friendship. "When you guys see me in the dorms, on the grounds, in the gym, wherever, feel free to talk to me as a friend," he says, adding quickly, "Fun is fun, and I'm open to fun."

Erving treats his four children in much the same manner, trying to raise them, he says, "as close to normal as you can be in this type of situation." His family, including his wife Turquoise, accompanied him to the Baltimore camp. His children got few special privileges. One night they had to sleep on the floor. The next night they slept without pillows in the dorm.

"My greatest hobby," says Erving, "is really just watching my kids grow."

But privacy and time to one's self shrinks when you are Dr. J, a figure revered in some circles with almost religious devotion. It shrinks further when, as Erving does, you accept a certain responsibility with the acclaim.

And Erving, who at 30 reexamined himself and his life and came to a new appreciation of his Christian faith, is acutely aware of how much is afforded him, from money to adulation. "I take life seriously, but not the merry-go-round that surrounds me," he explains. "These kids don't have to look at me and respect me. People don't have to ask me for autographs; people don't have to want to be in my presence. You know it's there. You can enjoy it to a degree, but it's more important to understand it than to enjoy it."

His understanding of his position as a superstar is, he says, "a gift and a curse at the same time." Even when he walks onto the basketball court to warm up for the game with his campers and counselors at Morgan State, an air of expectation builds. "We want Doc!" the galleries shout. The crowd, expecting to see a flashier Dr. J groans in disappointment.

Once the action starts, the challenge is quickly taken t

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him by the young bucks on the court. Subtly, inexorably, they test themselves against the fastest gun in the NBA. Erving, a thinking man in a thinking man's game, takes it all in stride, plays as part of the team for most of the time and flashes signs of brilliance as the spirit moves him.

"If you have a reputation, you have to demonstrate why you have a reputation," he says later. "I'm not just going to go out there to lie down, let guys come in and do what they want to do. Make your presence felt; make them respect you. And that's it. Don't embarrass them. Don't let your ego get in the way."

To many, all the talk of subjugating one's ego seems a bit odd coming from the flamboyant Dr. J, known for his attention-getting dunks. But those who know him say his image—born in his earlier years when he sported an Afro hairdo and sought to establish himself among the game's stars—obscures the reality.

But Artis Gilmore, a veteran of both the ABA and the NBA, says, "He's just a great person." It is a sentiment echoed by all of those involved in the game, from coaches to players. "He's got one of the most beautiful hearts in the world," says Gilmore's San Antonio teammate, Gene Banks. "He's what the NBA is all about."

For his part, Erving worries that the Dr. J image has shackled him. He always introduces himself as Julius Erving, never as Dr. J. His friends are attuned to the difference; his public is not.

Such concerns grow more pressing with each passing day, for Erving's athletic career is approaching its end. According to his five-year plan, which parallels the length of his contract with Philadelphia, Erving will retire following the 1985 season.

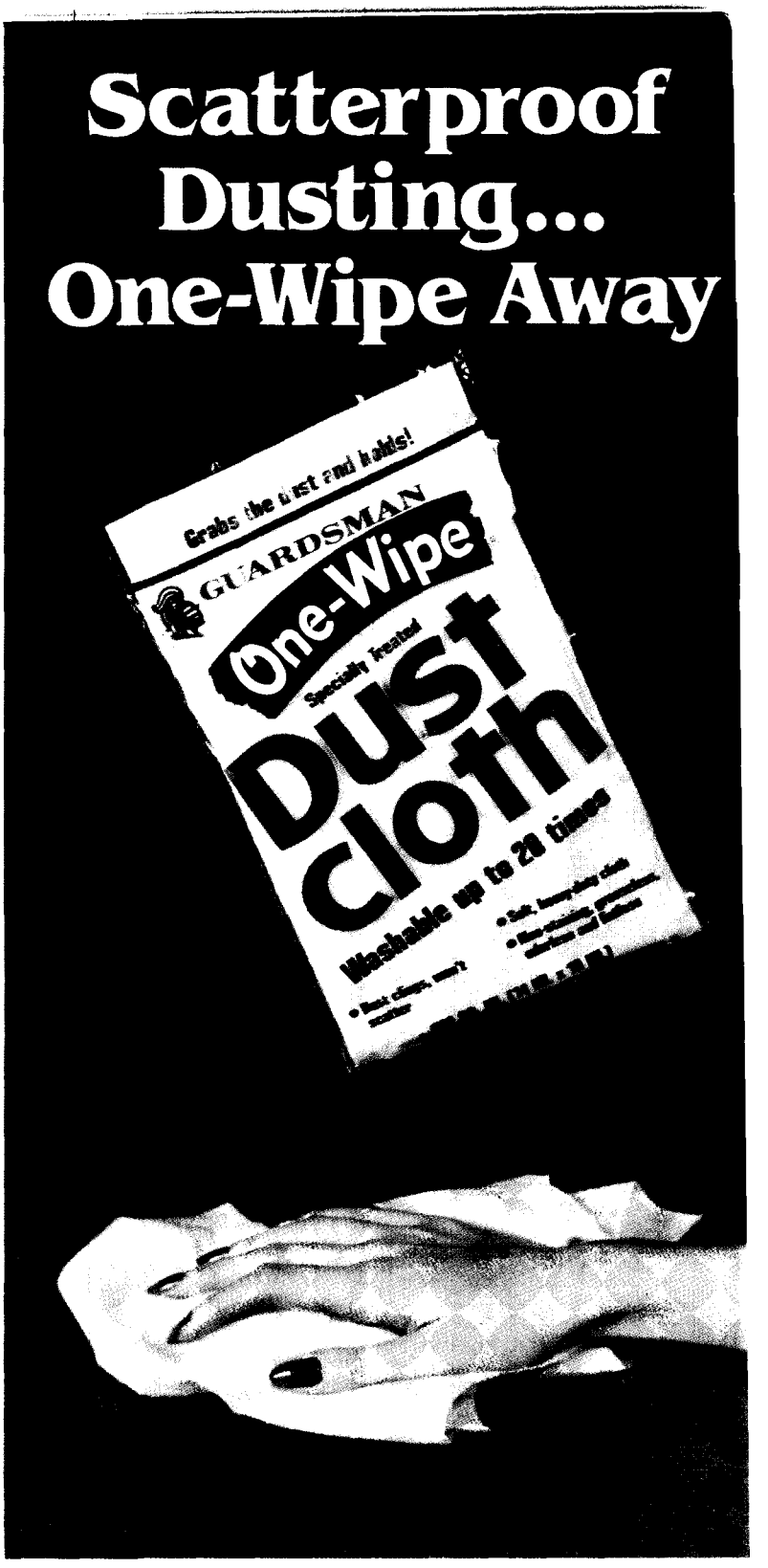
Already he is dabbling in business, preparing himself for life beyond the sneaker set. Earlier he starred in a movie, *The Fish That Ate Pittsburgh*, but acting wasn't his forte. He tried a high-fashion shoe store, which failed. He has been more successful recently selling jewelry in a subsidiary of the Balfour Ring Company and orchestrating two eight-week summer day camps called "Reach," which combine academic instruction on college campuses with athletics for youngsters 4 to 14.

But the challenges and satisfactions of the business world are scant substitutes for being at the top of his chosen profession after 14 years of play. The analytical Erving, who must now make up with smarts for the natural genius his body is less willing to provide, would like to go out as an all-star. And before the book is closed on a career he admits he "couldn't have written about as a dream, or as a lie" in even the wildest fantasies of his youth, Julius Erving the artist would like to revel in his art just a little longer.

"If I'm a performer and I'm a showman and I get paid because I can bring people into a building and entertain them, fine," he says. "The adulation, the marketing, the money—all those things are great. But for me the satisfaction comes from doing the work and knowing I'm using his gift the way that I feel in my heart it should be used.

"The important thing is the opportunity to be there and to play your game, to play your game and to play it freely. That's what's happening, the work itself."

Coming from most athletes, such talk sounds suspiciously like public-relations patter. Coming from Julius Erving—a man so graceful on the court that Temple University granted him an honorary doctorate in dance—the words have the unmistakable ring of truth. ★



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General Motors

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out their effort, GM could have gone under. Sloan saw the opportunity to take this disconnected collection of auto companies and make it into a cohesive whole.

"The big changes of today at GM are in keeping with the company's philosophy. Alfred Sloan always believed in reward for performance. But unionization interfered with that philosophy. Direct dialogue with the work force would have helped. Now we have it with our Pay For Knowledge and profit-sharing programs. They were overdue. So was our Quality For Worklife.

"You know, GM is a product of the 20th century. When I came to the company in 1937, we weren't even 30 years old—only 15 if you mark it from the end of the William Crapo Durant period. I've been with the company 46 years—am still on the board—and I regard GM as a young company. We are here to stay."

Murphy's successor is Roger B. Smith, who took over as chairman in 1981. As GM celebrated its 75th, Smith felt a bit expansive and took an optimistic look at the future that verged on being outright bullish.

"It's the 1990s," Smith proclaimed. "Automobile manufacturers have just established new sales records for both North America and the world. In intense competition, GM has once again strengthened its position as the world's leading producer."

Smith goes on to credit the "No Car Year" program with GM's new success—which put GM cars in the Nos. 1, 2 and 4 spots on the U.S. best-car-sellers list. He sees North American new-car and -truck sales exceeding 20 million units for the first time. He sees highly flexible automation, and robots performing the tough, dirty tasks, and highly skilled employees working without direct supervision and with full authority and responsibility for their own operations. He refers back to the '80s as the time of "one of the most introspective looks GM had ever taken at itself."

Whether Smith's predictions are a harkening of things to come or merely brave words when Japan is phasing out its voluntary restraints on exports to the United States—well, we won't have to wait 75 years to find out. At this point the smart money is riding on GM.

Rear-view Mirror

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me to believe that, with the exception of going from basic black to colors that will complement a dress or a pair of earrings, you car people have done little for those of the feminine persuasion.

"Hard day at the office?"

What I'm getting at—how about, for this special model, removing that entire confusion of dials, knobs, switches, buttons, idiot lights and gadgets you call the instrument panel? The only thing in the whole mess that makes any sense to my wife is the glove compartment. And it is limited, according to a recent inventory, to a bag of hair curlers, an assortment of plastic spoons and two packets of ketchup from Dairy Queen, a handful of sterile ballpoint pens from the Owen County State Bank, a 1963 city map of Indianapolis, a pair of sunglasses with one temple missing, an empty snap purse labeled "parking meter coins" and a soft-bound mystery entitled "Driver's Manual" in its original slipcase.

So why not—again, this is merely a suggestion—replace your instrument panel with something more serviceable, like a full-size dresser drawer?

I know. Right away your engineers are going to scream, How will she know if she's low on gas, or how fast she's going? The same way fogged-in airline pilots know if they are about to slam into a mountain: The plane is equipped with some sort of electronic gadget that comes on automatically with a shrill "Pull up! Pull up!" Surely the genius who came up with idiot lights can invent a device that will call out the necessary emergencies, such as "Gas low!" "Check oil!" "Left rear flat!" "Radiator boiling!" "You left the baby in the shopping cart at K-Mart!" and so on.

One other thing. General Motors being recognized the world over as a leader in automotive styling, why couldn't the last operation on your assembly line be a "fender denter"? If milady's car came off the line with the fenders already dented, no more timorous driving or worry about clipping a lamppost or ramming the garage door. Her worst moment would be having to sidle up to hubby digesting his favorite dinner and announce that the car has tangled with a fire hydrant and she's "afraid that the right front fender sort of got straightened out."

Now I'm sure, General Motors, sir, that with your "Lean Machine," your "Aero 2000," and all the rest you have going for you, there is little doubt that you'll remain a leader in your field and the envy of the industry for at least another 75 years.

But to erase even that little doubt, why don't you consider adding the little woman's "Dream Machine" to your line? Then I get the new Corvette all to myself.

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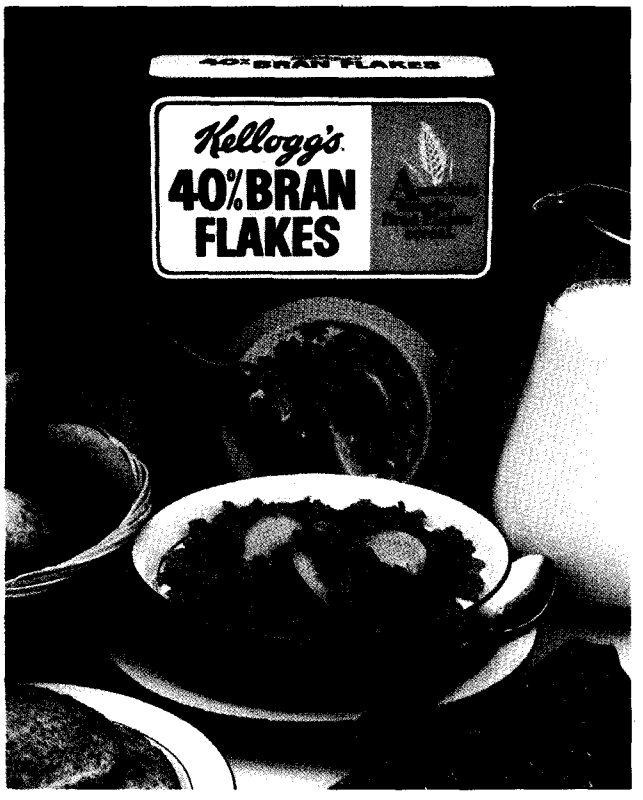

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